

**SPECIAL JACKPOT ISSUE**

**No.  
64  
July,  
'61**

# MAD

OUR  
PRICE  
**25¢**  
CHEAP





When you feel you've been through the wringer; when you feel you're at the end of your rope; when you feel all tied up in knots because of those depressing "Tea" ads they keep running which constantly remind you of how miserable you are in this miserable world, there's one thing you can do about it. Try using TNT; see if them magazine pages don't look a little brighter without ad agencies. TNT blows them up.



# MAD

"People with bad coughs should go to Doctors instead of Theaters!"  
— Alfred E. Neuman

**PUBLISHER:** William M. Gaines    **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam    **PRODUCTION:** Leonard Brenner

**TWO CRITICAL AREAS OF CLOD DISTRESS:** Jerry De Fuccio, Nick Meglin

**LAWSUITS:** Martin J. Scheiman, Esq.    **PUBLICITY LIES:** Larry Gore

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli, Anthony Giordano

**CONTRIBUTING ARTISTS AND WRITERS:**

The Usual Gang of Idiots

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\*\*Various Places Throughout The Magazine

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## VITAL FEATURES

### MADISON AVE. THRU HISTORY..... 4



After reading ads from days of yore, we realize it was Madison Ave. that made the Dark Ages dark, and the Stone Age rocky.

### TREASURY OF UNKNOWN POETRY...13



MAD offers a collection of works by some unknown poets — where there's no rhyme or reason for them to become better known.

### A GUIDE FOR BABY SITTERS.....16



This article attempts to advise "baby sitters" in the art of getting a few minutes of "sitting" in while minding that "baby."

### THE BUSINESS OF BASEBALL.....28



In the Spring a baseball player's fancy turns to business — when the "Dow-Jones" means more to him than a "Batting" average.

### THE TYPICAL RESORT.....32



MAD looks at a typical resort ad, vacations at the typical resort, and discovers any similarity is purely coincidental.

### SNEAKY CAMERA.....37



In Russia, you never know when the NKVD is watching. In the U.S., we got something worse — Allan Funn and his hidden lens.

### A CAREER AWAITS IN THE ARMY...42



The only guy we know who got a career in the U.S. Army best suited to his talent was Elvis Presley, who didn't sing one note.

### BEDTIME STORIES.....44

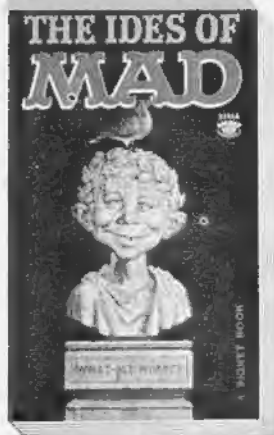


When a job-conscious Dad tells a familiar bedtime story, his version of it could change delightful fantasy to Grimm reality.

Here we go into the  
**TENTH FRAME**  
of our campaign to  
**BOWL**  
you over, satirically.



Nothing (and no one) is  
**SPARED**  
in articles designed to  
**STRIKE**  
you funny, so you'll  
**SPLIT**  
your sides laughing at —



— after which, you'll probably  
**THROW IT IN THE GUTTER!**

----- (use coupon or duplicate) -----

#### MAD POCKET DEPARTMENT

225 Lafayette Street New York 12, N. Y.

Please send me ☐ **THE IDES OF MAD**

Also, please send me:

I enclose:

- |  |  |
|--|--|
| <input type="checkbox"/> The <b>MAD</b> Reader       | <input type="checkbox"/> 40¢ for 1     |
| <input type="checkbox"/> <b>MAD</b> Strikes Back!    | <input type="checkbox"/> 75¢ for 2     |
| <input type="checkbox"/> Inside <b>MAD</b>           | <input type="checkbox"/> \$1.00 for 3  |
| <input type="checkbox"/> Utterly <b>MAD</b>          | <input type="checkbox"/> \$1.35 for 4  |
| <input type="checkbox"/> The Brothers <b>MAD</b>     | <input type="checkbox"/> \$1.65 for 5  |
| <input type="checkbox"/> The Bedside <b>MAD</b>      | <input type="checkbox"/> \$2.00 for 6  |
| <input type="checkbox"/> Son of <b>MAD</b>           | <input type="checkbox"/> \$2.25 for 7  |
| <input type="checkbox"/> The Organization <b>MAD</b> | <input type="checkbox"/> \$2.60 for 8  |
| <input type="checkbox"/> Like <b>MAD</b>             | <input type="checkbox"/> \$2.90 for 9  |
|  | <input type="checkbox"/> \$3.25 for 10 |

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

#### LETTERS DEPT.



#### SPECIAL ISSUE

What was so special about your "March Winds" issue, which was dated April, and came out in February?

Mickey Rosen  
Brooklyn, N. Y.

The articles were written in October, the Art Work was finished in November, it went to press in December, and it was distributed to dealers in January! — Ed.

#### MAD ON CAMPUS

Here is a picture taken on our campus grounds by one of our yearbook staff. We thought you might like to print this to show that **MAD** reaches the intellectuals.

Chaparral Staff  
Mt. San Antonio College  
Walnut, Calif.



Yep, they sure look like they're indulging in intellectual pursuits! — Ed.

#### MIRROR-IMAGE

In my neighborhood, there's a boy who looks exactly like Alfred E. Neuman. I feel sorry for the poor kid, but I can't help going into wild laughter every time I see him. I know it's not his fault he resembles a clod.

Michele Di Giovanni  
Burlingame, Calif.

And he knows it's not your fault you act like a clod! — Ed.



#### A MAD STATE OF AFFAIRS



The enclosed picture appeared in "The Charlotte Observer" on February 5th. It shows Betsy Sanford, daughter of Governor Terry Sanford of North Carolina, displaying her favorite reading matter. Thought you might like to know that **MAD** has even reached the Governor's Mansion.

Charlie Baker  
Charlotte, N. C.

#### FALL-OUT PROBLEM

I enjoy your magazine very much, and I have only one complaint. Whenever I buy a copy of **MAD** Magazine, the middle page always falls out.

David Mantancra  
Oceanside, N. Y.

That's a pretty neat trick, considering that **MAD** doesn't have a middle page! — Ed.

#### CROW'S FEAT

I was sitting outside with a recent issue of **MAD**, when a crow flew down and took it. I watched him fly away with it until he was out of sight. The next morning I found the same magazine on my back porch. Can you explain?

David Random  
R.F.D., Harvard, Mass.

Obviously, he wanted to remain a sane Crow, and not turn into a Raven lunatic! — Ed.

## THIS OFFER IS LIMITED!

Yes, this offer is limited to those idiots who want to waste good money on a full-color picture of Alfred E. Neuman, suitable for framing or for wrapping fish. So if you're foolish enough to want one, simply mail 25¢ to: Dept. "What — Color?", % **MAD**, 225 Lafayette St., New York 12, N. Y.

## EMBARRASSING MOMENTS

My father is always reading MAD when my friends come over. I am terribly embarrassed when this happens. What should I do?

Cheri Chisolm  
(No Address Given)

Get yourself some new friends who won't embarrass you when they come over! — Ed.

## D.J.'S JOKE

I've just heard (via radio station WLS) that Fabian is starring in "The Alfred E. Neuman Story." Would you please tell me where I can see this movie?

Craig Sattler  
Grand Rapids, Mich.

Over our dead bodies! — Ed.

## THAT'S LIFE

Hey! I just saw those great drawings of Civil War uniforms by MAD artist, George Woodbridge, in the Feb. 3rd issue of "Life." How come he's not funny like that in your magazine?

Robert Pliner  
Charlotte, N. C.

## A MAD THAW-HEAD



Yesterday, after a light snowfall, I spied one of the season's citizenry in my yard, devouring a recent issue of MAD. Today, the sun came out, and the unfortunate MAD fan has been reduced to the same state as his reading material — mainly, slush!

Kerry Sipe  
Salem, Va.

## EVERYBODY'S A COMEDIAN

I think to publish such nonsense which ridicules important people and known products serves no purpose other than to distort real humor. My purpose in writing is to ask you to discontinue publication. I would appreciate your cooperation.

Bertille Schultz  
Chicago, Ill.

## INSANE CONCLUSION

I am a constant reader of MAD, and have been for years. After reading it for so long, I've come to the conclusion that your entire staff belongs in an Insane Asylum, and should be sent there immediately.

David Schlenoff  
Baltimore, Md.

So what do you think 225 Lafayette St., New York City, is? — Ed.

## LADIES' HOME JOURNEY

Congratulations on your excellent take-off on "The Ladies' Home Journey." It was hilarious, even though there was tragically much truth in it. By the way, I save all my old copies of MAD. How about offering your public a binder?

Bill Henry  
Glendale, Calif.

You might try Koopectate, Paregoric, or Boiled Rice! — Ed.

## PHONY LETTERS?

I think your "Letters Dept." is fixed!

Susan Saltz  
Bayside, N. Y.

After reading some of your "Letters To The Editor," I would like to know truthfully if they are real.

Ronald Perota  
Rochester, N. Y.

We are often asked if the letters we publish are real, or if we dream them up. Let us assure you that every one is genuine. We got enough troubles dreaming up the rest of the magazine! — Ed.

Please address all correspondence to: MAD Dept. 64, Room 706, 225 Lafayette Street New York 12, New York

# Reach...



...FOR 2 BUCKS, AND...

# SUBSCRIBE TO MAD

THEN WE CAN EMPTY THE MAGAZINE INTO YOUR HEAD NINE TIMES FOR THE PRICE OF EIGHT!

--- Use Coupon or Duplicate ---

## MAD SUBSCRIPTIONS

225 Lafayette Street  
New York City 12, N. Y.

I enclose \$2.00. Please enter my name on your subscription list, and send the next nine issues of MAD to me by mail. I know this is "highway robbery," but I want to avoid having my issues "held up"!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

## THEY SAY BAD NEWS COMES IN THREES

...AND WE CARRY ON THE SUPERSTITION WITH OUR THREE HARD-COVER DE-LUXE ANTHOLOGIES...

"THE GOLDEN TRASHERY OF MAD"

"MAD FOR KEEPS" and "MAD FOREVER"

Yes, these three permanent collections of "The Bests" from past issues of MAD average 133 pages each of hilarious articles and ad satires (many in full-color) which, when they first appeared, meant "Bad News" for Madison Ave., Hollywood, Television, and all the other areas we hit with our satirical darts. Unfortunately, if you want any of these fine anthologies, it'll mean "Bad News" for you too, mainly when you see the price.



## MAD ANTHOLOGY DEPARTMENT

225 Lafayette Street New York 12, N. Y.

I enclose \$2.95 each. Please send the anthologies checked below...

☐ THE GOLDEN TRASHERY OF MAD  
☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## THAT OLD AD-AGE DEPT.

After many years of jibes and insults, we've finally figured out something nice to say about Madison Avenue—namely, "It could have been worse!" What we mean is: Advertising is strictly a modern, 20th century type of plague. But supposing past centuries had been plagued with their own "Madison Avenue"? What if the Pilgrims and the Crusaders and the Cavemen had been forced to put up with advertising along with all their other troubles? Ecchhl! To show how horrible this state of affairs might have been, MAD now offers a few samples of what advertisements would have been like...

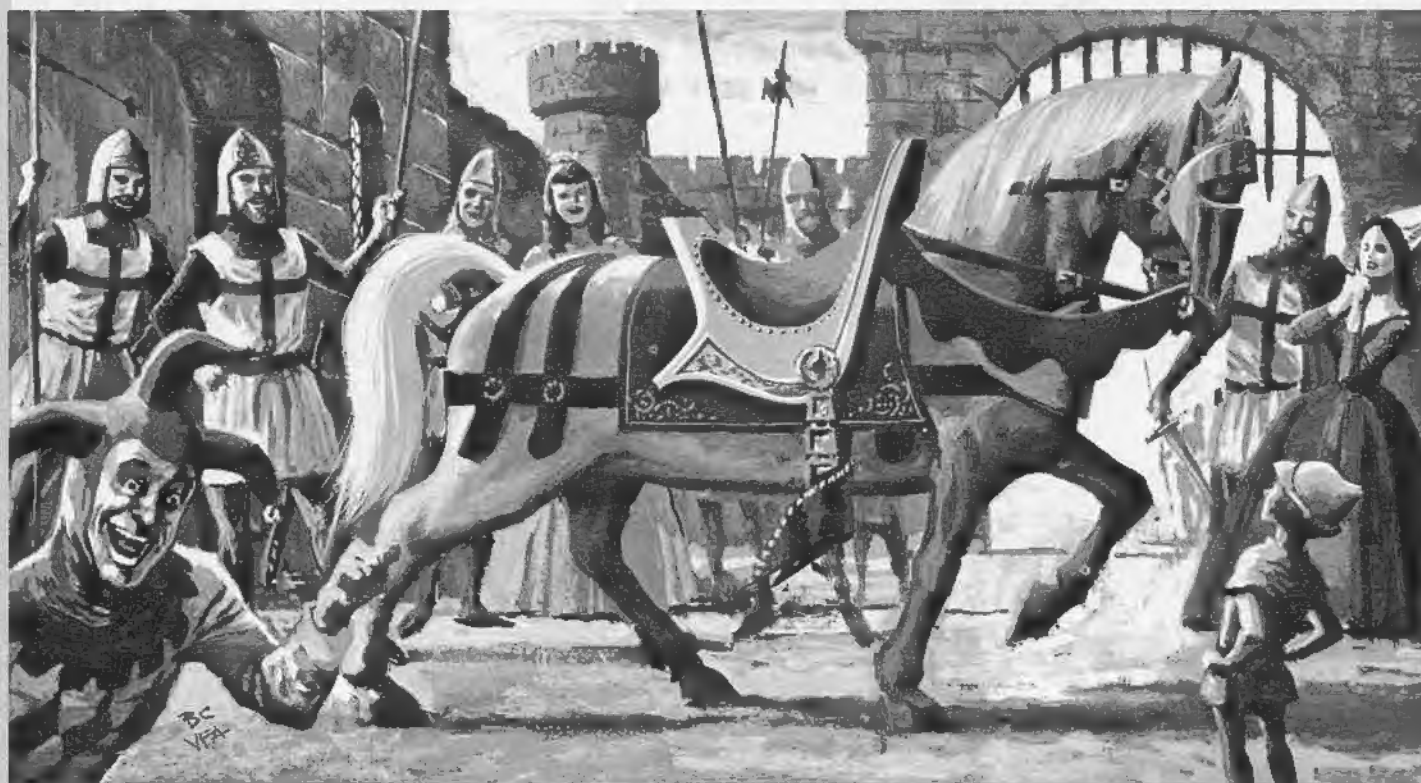
if there'd been a

# Madison

*Camelot Stables Present...*

THE ALL NEW 1361

# Horse



"A Situation Comedy about a Butcher called 'What's My Loin?'"

**LONGER... LOWER... MORE SEATING SPACE... HIGHER TAIL**

### OPTIONAL FEATURES\*:

- Puncture-Proof Hooves
- Swivel-Tilt Saddle
- Power Lance Holder
- Automatic Blinder Wipers
- Braided Tail Trim

\*AT SLIGHT EXTRA COST

Here it is... the fastest, sleekest, most beautifully proportioned horse ever produced... the all-new 1361 CAMELOT! Why not drop in at your local CAMELOT stable (wear boots!) and see for yourself? Take it out for a road test! Sit on it! Start it galloping! Whip it! Listen to it whinny! Feel that exciting surge of power!

The 1361 CAMELOT HORSE is economical, too! You get 18 miles to a quart of oats! And talk about seating room... there's space not only for a knight in full armor, but for his fair lady as well — perched athwart the genuine leather two-toned custom saddle.

**THE 1361 *Camelot* **  
**IS GUARANTEED ONE HORSE-POWER!**

Available in your choice of colors:

Black, Brown, White, Chestnut, and Palomino

WRITER: SY REIT

ARTIST: BOB CLARKE

# Ave, down through History

NOW PLAYING at the **COLISEUM**

Rome's Off-Appian Way  
"Theatre-In-The-Round"

A GREAT NEW  
SPECTACLE!



# THUMBS DOWN

IN GLORIOUS,  
LIVID

# SLAUGHTERAMA



SEE 50 RAVENOUSLY  
LIVE LIONS



SEE 100 TEMPORARILY  
LIVE CHRISTIANS



SEE SCARRED (AND ALSO  
SCARED) GLADIATORS

READ WHAT THE CRITICS SAY:

"A show that will go down in history!"  
—GAUL GAZETTE

"Claws at the heartstrings!"  
—PALATINE QUARTERLY

"A bloody bore!"  
—THE NEW ROMER

"Of devouring interest!  
Thumbs up for 'Thumbs Down!'"  
—TIBERIAN TIMES

ALL SEATS  
RESERVED

MATINEES—280 Sesterces

EVENINGS—660 Sesterces

MEN  
WANTED

TO  
HELP BUILD  
THE  
PYRAMIDS

ENGINEERS  
•  
MASONS  
•  
STRUCTURAL  
DESIGNERS

Successful applicants will  
work in a professional at-  
mosphere under the su-  
pervision of trained slave-  
drivers.

TECHNICIANS

ARCHITECTURAL  
DESIGNERS  
DRAFTSMEN  
SPECIALIZING IN  
MONUMENTS

10 to 15 yrs. experience in struc-  
tural design on temples, buildings,  
foundations, tombs and general  
structure redesign.

APPLY TO:  
**CHEOPS**  
CONSTRUCTION CO.  
THEBES-ON-THE-NILE  
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Announcing... An Exciting New Castle Development



# ATROCIOUS MANORS

Only 20 minutes from your front door to the field of honor  
Only 20 minutes from your front door to your own room

**DIRECTIONS:** Take horse path to Lancelot Brook, make rt. turn at Oak Tree into Sherwood Forest, remove arrows from your wife and lackey, chalk robbery up to Real Estate Loss, continue on dirt road which leads to development, pay ten pence toll, go left to moat, and you are there.

## FEATURING:

- \*all rooms off the drawbridge
- \*guest dungeon
- \*oversized 2-horse stable
- \*sunken living room (in the moat)
- \*70x100 acre plots

Three Luxurious Models Available:

- \*48 Rooms, Two Towers
- \*48 Rooms, Three Towers
- \*49 Rooms, Four Towers

plus Knotty Pine Family Torture Chamber

**16,990** PIECES OF GOLD and up  
no down payment for veteran knights

"A Play About Horses Called 'Life With Fodder'"

## Praying You'll Get There Is Halfe Ye Funne!



Reserve Now for the  
Cruise of a Lifetime  
on the

## S.S. Mayflower

Leaving England on September 16, 1620

55\* GLORIOUS DAYS AT SEA 55\*

Step aboard this modern 100-foot ocean monarch, and say goodbye to all your cares! Now, at last, you can enjoy freedom from ye wintry weather, freedom from ye London fog, and freedom from ye RELIGIOUS PERSECUTION!

### Visit The New World

With its breathtaking scenery  
and bloodthirsty natives

While In Port, The Ship Is Your Hotel\*\*

\*Give or take a few weeks

\*\*On account of there's no place else that's safe

For Information, Apply To:

**Pilgrim Tours, Ltd.**

Fleet Street, London

THE S.S. MAYFLOWER  
IS YE ONE-CLASS SHIP.  
ALL QUARTERS ARE THE  
SAME—CRAMPED! ACT  
NOW, A FEW CHOICE  
SLEEPING PLANKS ARE  
STILL AVAILABLE!



THE BEST WAY TO —

- Send Messages
- Deliver Packages
- Warn Minute Men

## REVERE

Messenger Service

Reliable!  
Dependable!

Known  
Throughout  
the Colonies!



ON CALL ANY HOUR—DAY OR NIGHT  
OUR MOTTO:

"Let Paul Do It!"

A Complete Art Service  
for all your needs!

**Michelangelo**

ASSOCIATES, INC.

An "easy-to-work-with" creative art studio that offers top talent backed by years of "know-how." Let us help you with your art problem. No ceiling too large or too small!

SPECIALISTS IN:

- CLASSIC SCULPTURE
- CHAPEL PAINTING
- CATHEDRAL DESIGN
- TATTOOING



Send 25 Lira for Sample Mural to:  
MICHELANGELO ASSOCIATES, INC.  
522 Medici Road, Florence 24, Italy

# Richard the Lionhearted WANTS YOU



for the Third Crusade  
**ENLIST NOW**

## HOW ARE YOU FIXED FOR BLADES

?



Guillotines take rough treatment these days! That's why they need the best blades money can buy . . . honed to perfect, razor-edge sharpness. Is your guillotine falling down on the job? If so, switch to . . .

### BASTILLE BLUE BLADES

. . . with the sharpest edges honed. Only BASTILLE BLUE BLADES come in three grades . . . for thin, medium, extra thick necks.

**L**iberty    **F**raternity    **E**quality  
Look sharp    Feel sharp    Execute sharp  
**BASTILLE**

"A Revolutionary Idea In Guillotine Blades!"



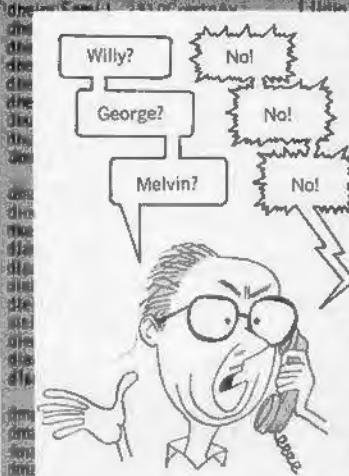
## A TONE FOR OUR SINS DEPT.

We all take the telephone for granted... until we get the bill at the end of the month. That's when we realize a phone is something we keep paying for, but never get to own. Which is why AT & T tells us:

WRITER & ARTIST: DAVID BERG

"It's fun to phone!" It is fun—for *them*! All kidding aside, though, a phone can be a real convenience... if you're looking for a convenient way to go crazy! You'll see what we mean as the Editors present

# A MAD LOOK AT



1637HelmAv  
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# THE TELEPHONE

Hello! Hello!  
Hello! Hello!

They hung up!

Guess what, Charlie, this call ain't costing me a cent!

Charlie?! You got the wrong number, Bub!

Stanley?

Milton?

Zelda?

No!

No!

Hah?

Hey, you ol' son of a gun! Don't you recognize your ol' pal, Roger Kaputnik?

Who's Roger Kaputnik?

Er... is this Circle 6-5599?

NO!

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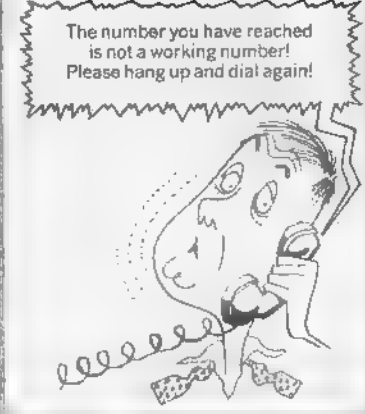
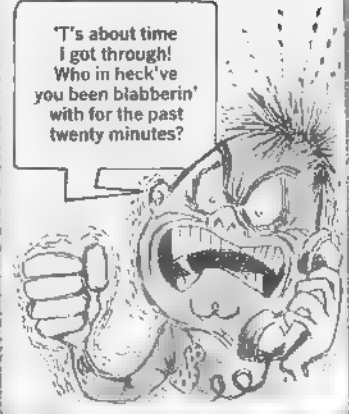
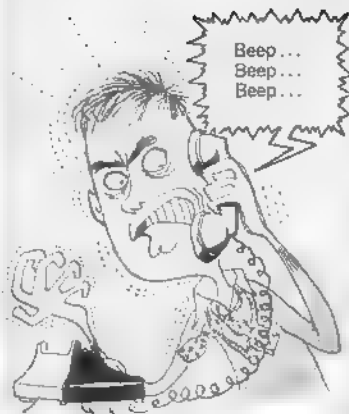


2507 D... 4312... 2776 J... 2551 A...  
 3425 D... 4312... 2776 J... 2551 A...



April 4, 1961  
 Elm City Telephone Co.  
 Main Street  
 Oakdale  
 Gentlemen:  
 Please excuse the letter, but I  
 can't call you because my teen-  
 age daughter is forever using  
 the phone, which can be pretty  
 irritating, and brings me to  
 the reason why I am writing.  
 Please install a telephone booth  
 in my home so that the rest of  
 the family can have some peace.  
 Sincerely,  
 Ozgood Pfortz  
 123 Fourth St.  
 Oakdale





Abraham D. 2522WdholAv  
C 775E175

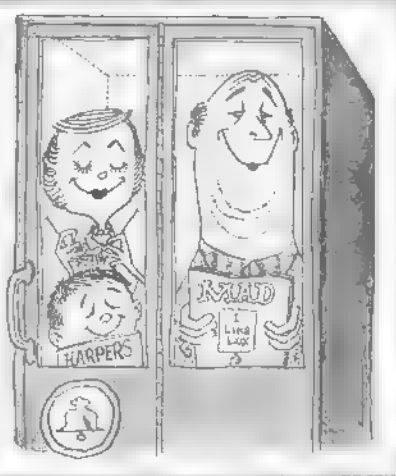
Feldman Beanie Mrs. 931Fam  
Feldman Belle 1010BrynAv  
Feldman Belle 3587JennAv

Ludic 3-1555  
Dayn 5-3444

Feldman Helen 1955GrndConc  
Feldman Helen Mrs. 91WTramAv  
Feldman Henry 3197DerabAv

Thom 2-0681  
Trem 3-0890  
Olivi 2-4037

Feldman & Levy acnts 2359Vb  
Feldman Lillian 1188GrndConc  
Feldman I 1111



Murray 1057BoynAv  
Seymour

Feldman Bessie Mrs. 1330NoreAv  
Feldman Bessie Mrs.

Jerom 7-0051  
3-5978

Feldman Irving 2260BrnxPkE  
Feldman Irylon 1795CintAv

Tulip 2-6777  
Ludic 3-3144

Feldman Martin 1240WaltAv  
Feldman Mary Mrs. 655BurkAv  
Feldman Matthew 3510CrotAv



Merlene Mrs. 3556HoeAv  
Chuna Rev. 588Beck

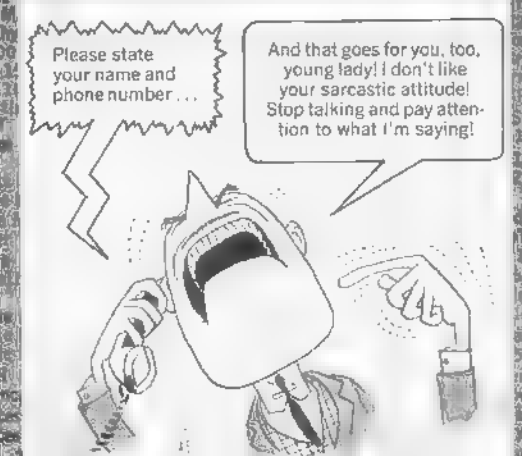
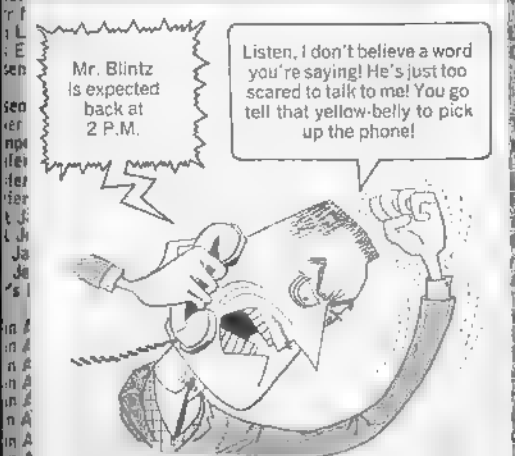
Feldman David R 2840SdwckAv  
Feldman David S 887CrotAv

King 2-0090  
Ludic 3-3981

Feldman Jack 55E172  
Feldman Jack 124E176

Trem 6-1874

Feldman Morris 65EGunHrd  
Feldman Morris 1224Hrd



Mr. Blintz is expected back at 2 P.M.

Please state your name and phone number...

... when you hear the tone. This has been a recorded announcement!

Listen, I don't believe a word you're saying! He's just too scared to talk to me! You go tell that yellow-belly to pick up the phone!

And that goes for you, too, young lady! I don't like your sarcastic attitude! Stop talking and pay attention to what I'm saying!

OH!

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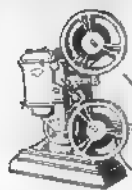
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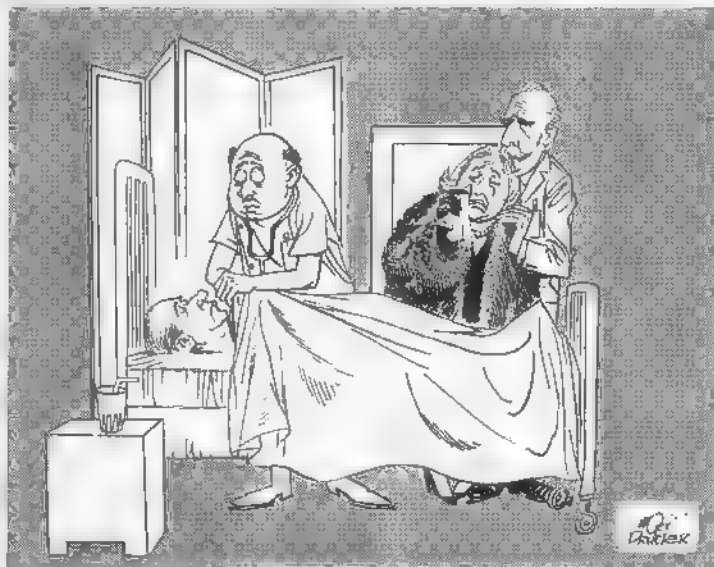
OH!



HOLLYWOOD DEPT.

# Scenes We'd Like to See

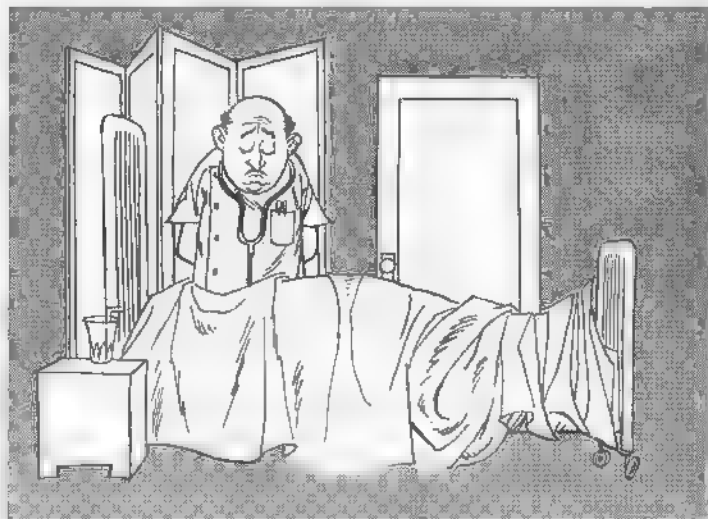
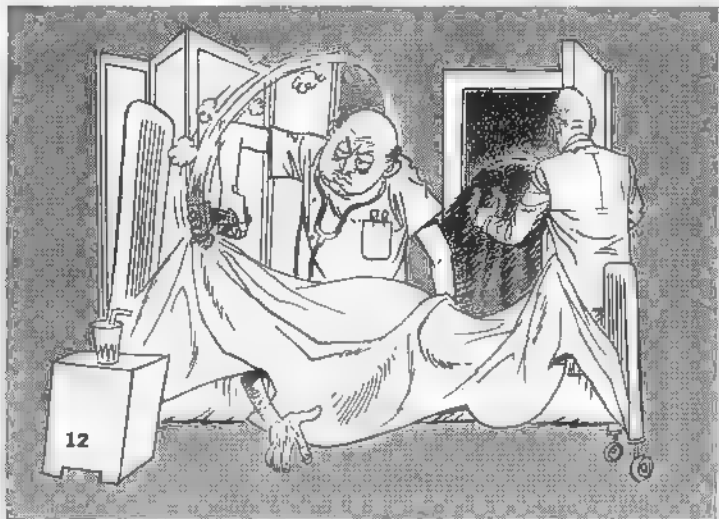
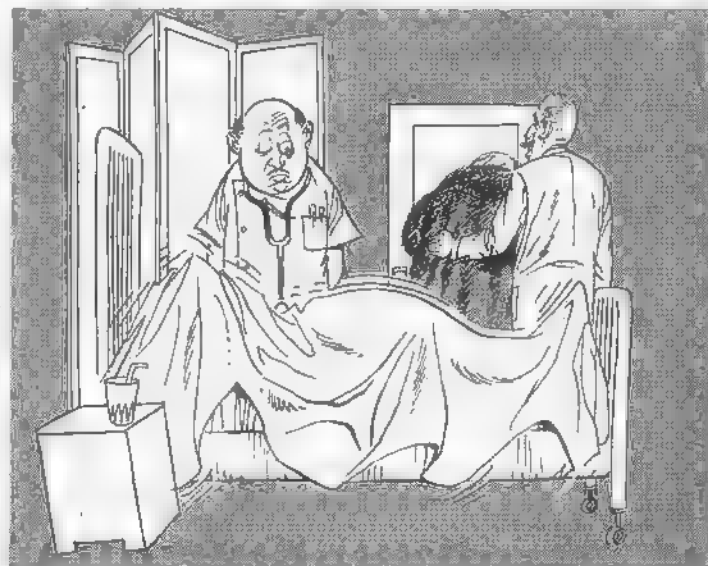
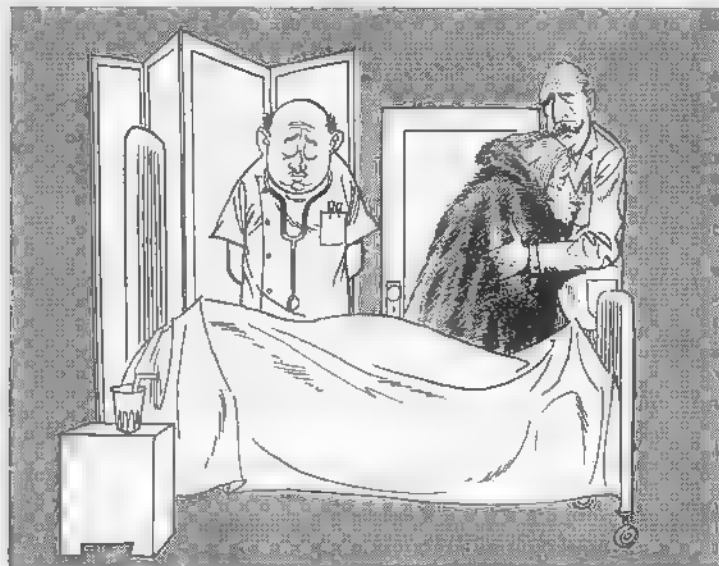
The Doctor's Pronouncement.



WRITER: AL JAFFEE



ARTIST: MORT DRUCKER



\*\*A Play about Pavlov's Experiments with Dogs called "Bell, Bark and Kennel"

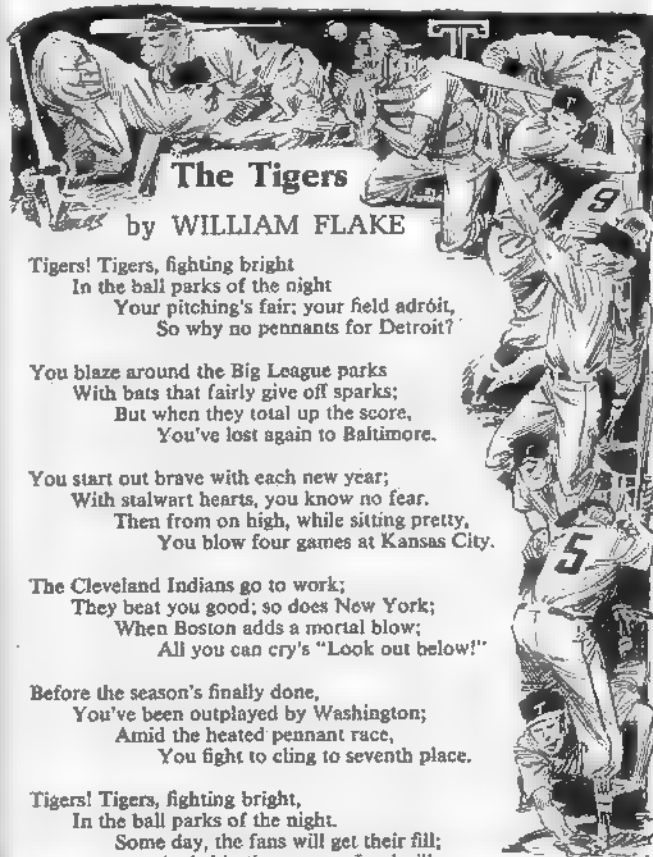
## VERSE OF THE PEOPLE DEPT.

From time to time, MAD opens its pages to unknown and correspondingly untalented young poets in an effort to help them get started on the wrong foot in the literary world. Recently, a new crop has come along, and we take this opportunity to assist them in getting what's coming to them . . . in

# THE MAD TREASURY OF UNKNOWN POETRY VOLUME III

WRITER: TOM KOCH

ARTIST: GEORGE WOODBRIDGE



## The Tigers

by WILLIAM FLAKE

Tigers! Tigers, fighting bright  
In the ball parks of the night  
Your pitching's fair; your field adroit,  
So why no pennants for Detroit?

You blaze around the Big League parks  
With bats that fairly give off sparks;  
But when they total up the score,  
You've lost again to Baltimore.

You start out brave with each new year;  
With stalwart hearts, you know no fear.  
Then from on high, while sitting pretty,  
You blow four games at Kansas City.

The Cleveland Indians go to work;  
They beat you good; so does New York;  
When Boston adds a mortal blow;  
All you can cry's "Look out below!"

Before the season's finally done,  
You've been outplayed by Washington;  
Amid the heated pennant race,  
You fight to cling to seventh place.

Tigers! Tigers, fighting bright,  
In the ball parks of the night.  
Some day, the fans will get their fill;  
And ship the team to Louisville.

## To A Western

by ROBERT SCHMERRICK

Gather ye ratings while ye may,  
The seasons are a-flying;  
And TV shows that boom today,  
Tomorrow could lie dying.

Now "Cattle Smell" is near the top;  
The sponsor's joy is zooming;  
But if your Trendex starts to drop,  
Your cancellation's looming.

The agency will panic first;  
They'll make plans to displace you;  
And they'll come up with, oh the worst,  
A quiz show to replace you.

So, though the Westerns are the trend,  
And ratings you will dent them;  
Success, remember, has to end:  
Don't buy your horses; rent them!

## A Poem That Really Doesn't Do Anything But Rhyme One Time

by OGDEN, UTAH

I really think that Abraham Lincoln backed himself into a corner, because, after all, once you being a speech by saying, "Fourscore and seven years ago, our fathers brought forth upon this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal,"

Then what do you do for a sequel?

## The Ballad of William Sickenmore

by STEPHEN ST. VINCENT MILLAY

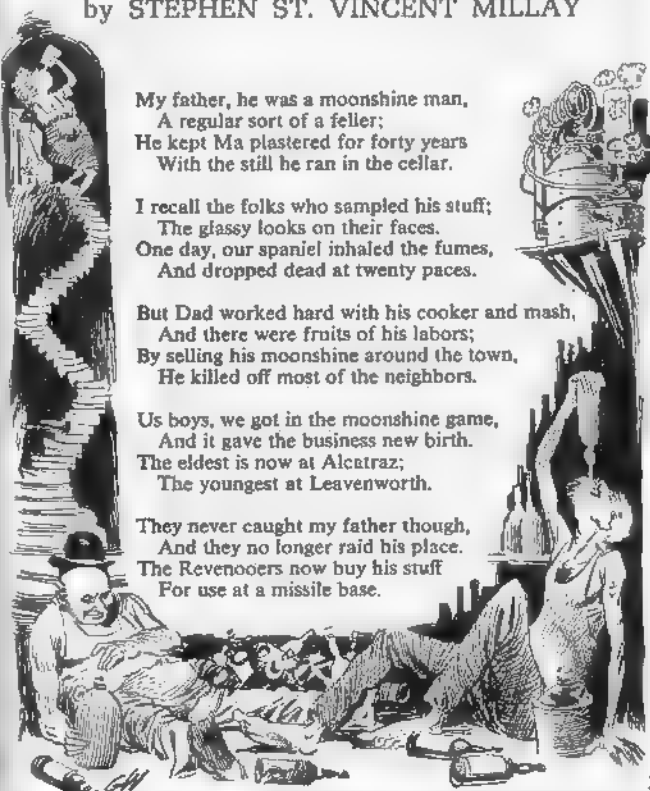
My father, he was a moonshine man,  
A regular sort of a feller;  
He kept Ma plastered for forty years  
With the still he ran in the cellar.

I recall the folks who sampled his stuff;  
The glassy looks on their faces.  
One day, our spaniel inhaled the fumes,  
And dropped dead at twenty paces.

But Dad worked hard with his cooker and mash,  
And there were fruits of his labors;  
By selling his moonshine around the town,  
He killed off most of the neighbors.

Us boys, we got in the moonshine game,  
And it gave the business new birth.  
The eldest is now at Alcatraz;  
The youngest at Leavenworth.

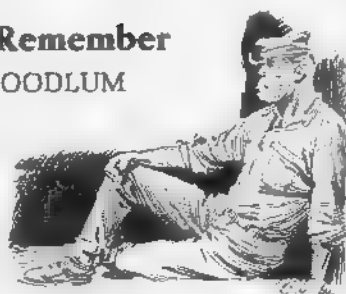
They never caught my father though,  
And they no longer raid his place.  
The Revenooers now buy his stuff  
For use at a missile base.



## I Remember, I Remember

by THOMAS HOODLUM

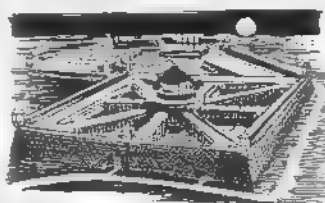
I remember, I remember,  
The cell where I was kept;  
The little window where the sun  
Came peeping while I slept.  
It never came a wink too soon,  
Nor brought too long a day;  
I needed light to dig a hole,  
And make my get-away.



I remember, I remember,  
How Lefty, Moe and Dave  
Would come with picks and shovels,  
And quietly, we'd slave.  
They stole them from the tool room,  
And we tunneled 'neath the floor.  
We dug from 1946  
Till 1954.



I remember, I remember,  
How we planned that wondrous day  
When we'd come up outside the wall  
And make our get-away.  
Through all those years of hardship,  
Our spirits were not downed,  
But then we hit that water pipe  
And very near got drowned.



I remember, I remember,  
The Warden's anxious call  
To find why all that water  
Was streaming down the hall.  
He called me to his office;  
I stood there staunch and brave;  
And blamed the whole big bungle  
On Lefty, Moe and Dave.



## Paladin

by SIR WALTER SCUTTLE

Oh, young Paladin has come out of the West;  
Of all the horse operas, his show's watched the best.  
The weapon he carries: a neat business card;  
And with its sharp edge, many crooks have been scarred.  
When ads are concluded, and stories begin,  
There ne'er was a hero like young Paladin.

He knows table manners; politely he bows;  
He even quotes Shakespeare to some of the cows.  
When he faces camera, all smiling, of course  
There's even a smile on the face of his horse.  
The crooks skulk around, but they can't hide chagrin  
At the guff they must take from this dude, Paladin.

He spouts off to rustlers Keats, Shelley, and such,  
But they're always too busy to listen too much;  
No one on the networks gets quite such a bang  
Out of quoting long sonnets to men while they hang.  
Some day ■ will get what's been long due ■ him;  
The bad guys will shut up the smug Paladin.

\*\*A Broadway Musical based on Boris Godunov called "A Czar Is Born"

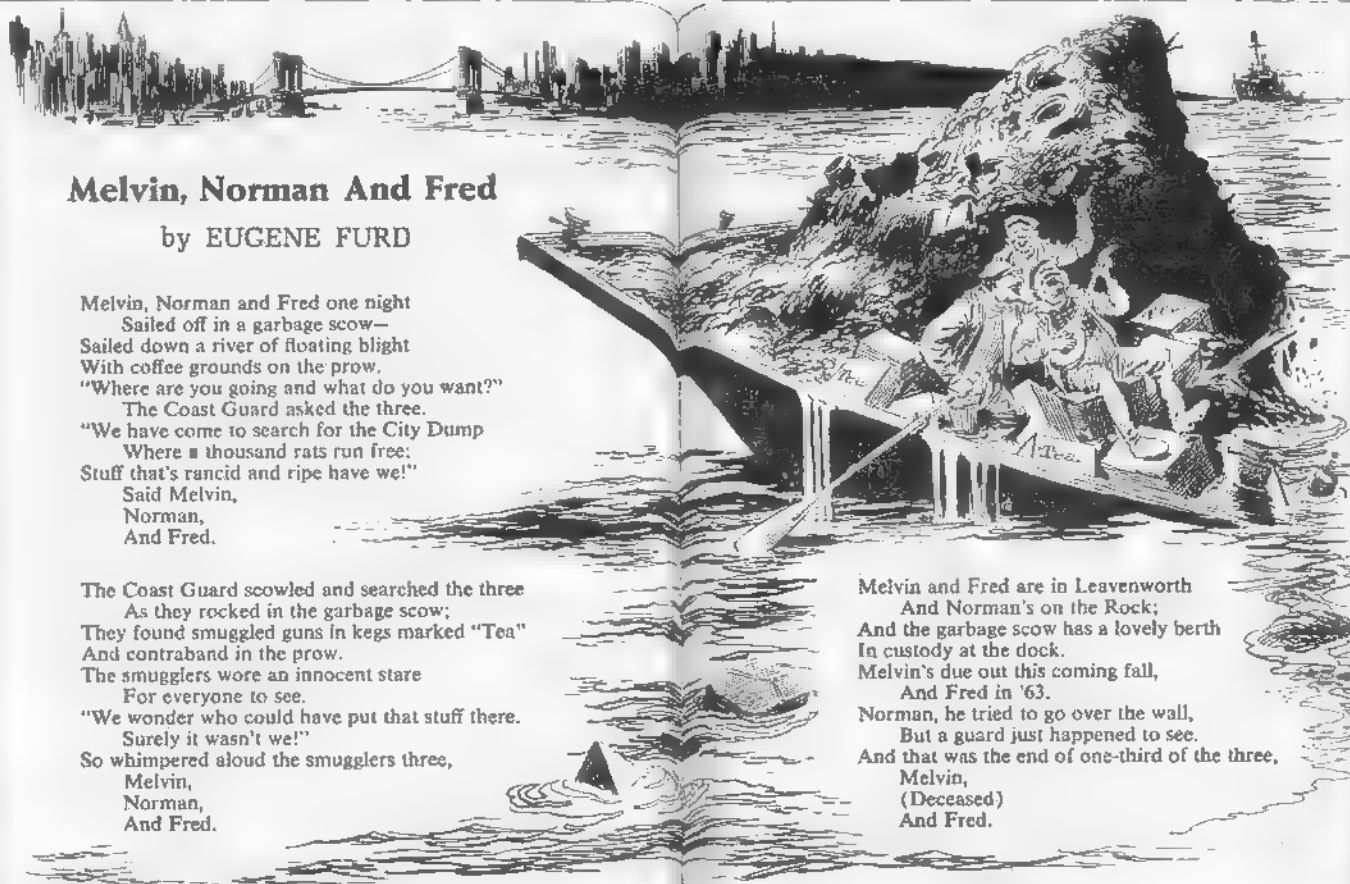
## Melvin, Norman And Fred

by EUGENE FURD

Melvin, Norman and Fred one night  
Sailed off in a garbage scow—  
Sailed down a river of floating blight  
With coffee grounds on the prow.  
"Where are you going and what do you want?"  
The Coast Guard asked the three.  
"We have come to search for the City Dump  
Where ■ thousand rats run free:  
Stuff that's rancid and ripe have we!"  
Said Melvin,  
Norman,  
And Fred.

The Coast Guard scowled and searched the three  
As they rocked in the garbage scow;  
They found smuggled guns in kegs marked "Tea"  
And contraband in the prow.  
The smugglers wore an innocent stare  
For everyone to see.  
"We wonder who could have put that stuff there.  
Surely it wasn't we!"  
So whimpered aloud the smugglers three,  
Melvin,  
Norman,  
And Fred.

Melvin and Fred are in Leavenworth  
And Norman's on the Rock;  
And the garbage scow has a lovely berth  
In custody at the dock.  
Melvin's due out this coming fall,  
And Fred in '63.  
Norman, he tried to go over the wall,  
But a guard just happened to see.  
And that was the end of one-third of the three,  
Melvin,  
(Deceased)  
And Fred.

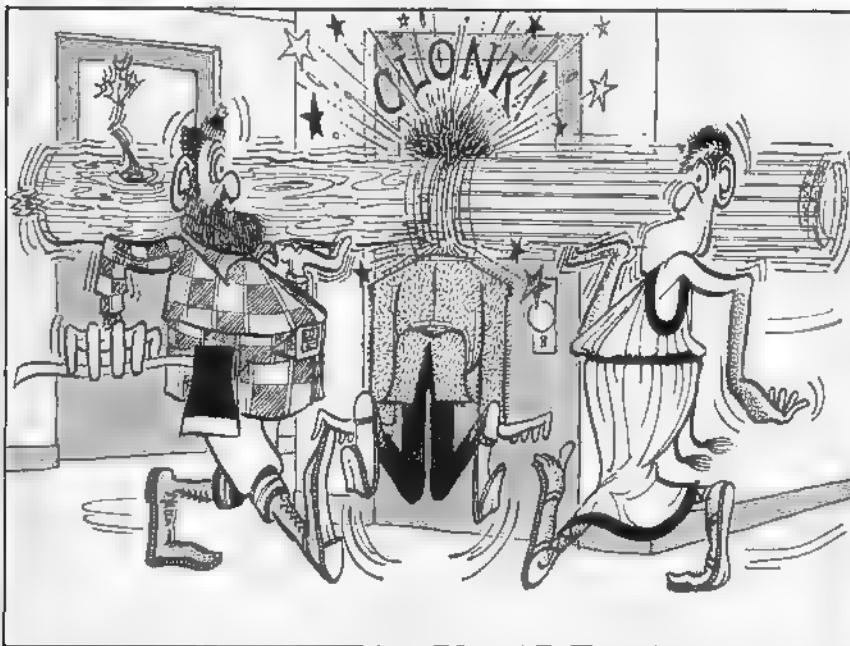
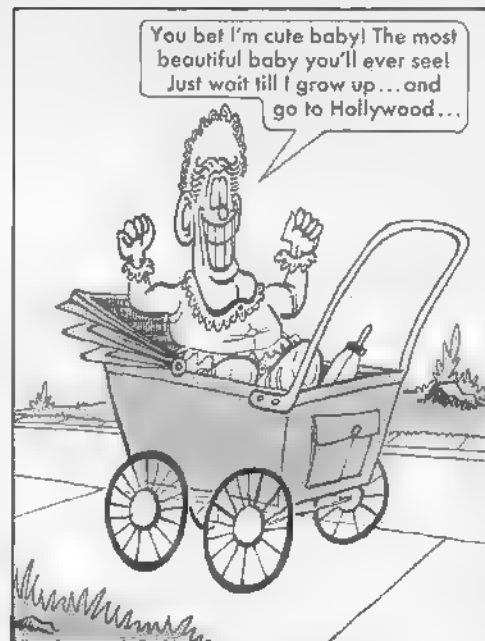


## DON MARTIN DEPT. PART I

We are often asked what MAD'S maddest artist, Don Martin, really looks like — and if it's true that he resembles the characters he draws. Well, the answer is: No, he does not look like the people in his cartoons! Actually, due to his physical appearance, Don never planned on becoming an artist. He had much higher hopes — but his first offering of the issue shows you what happened to

# A Young Man's AMBITION

“A Play about a bleached blonde called ‘Dark As The Base Of The Hair.’”



Almost everyone is vitally concerned with the welfare of children these days, and as a result, more and more magazines are publishing articles which deal constructively with the subject. For instance, we've already seen "Guides for Parents," and "Guides for Teachers" and "Guides for Camp Counsellors," and even "A Guide

# A MAD Guide For

ARTIST: BOB CLARKE

## REFERENCES

The first thing a Baby Sitter must do when called for a new assignment is to ask for "References." Get names and phone numbers of Sitters used previously. This way, you can check up on the working conditions. Below is a handy "Check List" for scoring new clients. If a client scores over 20, you're in! If score is between 10 and 20, use your own judgment. If it's below 10, say you're busy, but will refer a friend. Then send worst klutz you know!

### BABY SITTER'S CLIENT REFERENCE ANALYSIS

NAME	ADDRESS		PHONE NO.	
CHECK LIST OF ITEMS	RATING OF ITEMS (check one)			
	3	2	1	0
1. Condition of TV Set				
(A) Black & White . . . . .	<input type="checkbox"/> GOOD	<input type="checkbox"/> FAIR	<input type="checkbox"/> POOR	<input type="checkbox"/> OUT
(B) Color . . . . .	<input type="checkbox"/> TRUE COLOR	<input type="checkbox"/> TECHNICOLOR	<input type="checkbox"/> RUNNY COLOR	<input type="checkbox"/> BLACK & WHITE
2. Food . . . . .	<input type="checkbox"/> TASTY	<input type="checkbox"/> EDIBLE	<input type="checkbox"/> INEDIBLE	<input type="checkbox"/> REVOLTING
3. Rates				
(A) Regular Hourly Rate . .	<input type="checkbox"/> FAIR	<input type="checkbox"/> UNFAIR	<input type="checkbox"/> LOW	<input type="checkbox"/> RIDICULOUS
(B) Bonus Hourly Rate . . .	<input type="checkbox"/> AFTER 10 PM	<input type="checkbox"/> AFTER 12 PM	<input type="checkbox"/> AFTER 2 AM	<input type="checkbox"/> AFTER 6 AM
4. Furniture . . . . .	<input type="checkbox"/> COMFORTABLE	<input type="checkbox"/> UNCOMFORTABLE	<input type="checkbox"/> LOUSY	<input type="checkbox"/> NONE
5. Record Player . . . . .	<input type="checkbox"/> STEREO	<input type="checkbox"/> HI-FI	<input type="checkbox"/> GRAMOPHONE	<input type="checkbox"/> VICTROLA
6. Records . . . . .	<input type="checkbox"/> ROCK 'N ROLL	<input type="checkbox"/> JAZZ	<input type="checkbox"/> SQUARE	<input type="checkbox"/> CLASSICAL (ugh?)
7. Telephone . . . . .	<input type="checkbox"/> UNLOCKED	<input type="checkbox"/> LOCKED	<input type="checkbox"/> NONE	<input type="checkbox"/> PAY PHONE
8. Liability Insurance . . . . .	<input type="checkbox"/> \$100,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> CHEAPSKATE
9. Type of Children . . . . .	<input type="checkbox"/> FAIR	<input type="checkbox"/> BAD	<input type="checkbox"/> TERRIBLE	<input type="checkbox"/> YECCHHH!
10. Number of Children . . . . .	<input type="checkbox"/> ONE	<input type="checkbox"/> TWO	<input type="checkbox"/> THREE	<input type="checkbox"/> FORGET IT!

for Truant Officers." But there's one area concerned with the welfare of children which has been sorely neglected—and it involves the people who have more to do with kids than any of the aforementioned groups. And so, to those of you who contemplate working as one of these dedicated, but unsung heroes, we now offer:

# BABY SITTERS

WRITER: AL JAFFEE

## PERSONAL APPEARANCE

After the client's references have been checked and found to be acceptable, certain serious obligations on the part of the Sitter then arise. Most important of these is not to louse up this good deal. After all, Sitters have many

ways to judge clients, but clients have few ways to judge the person to whom they will entrust the safety and well-being of their precious offspring. One of these is the Sitter's appearance. Attire plays an important role here.

### EXAMPLES OF BABY SITTER ATTIRE

**BAD**



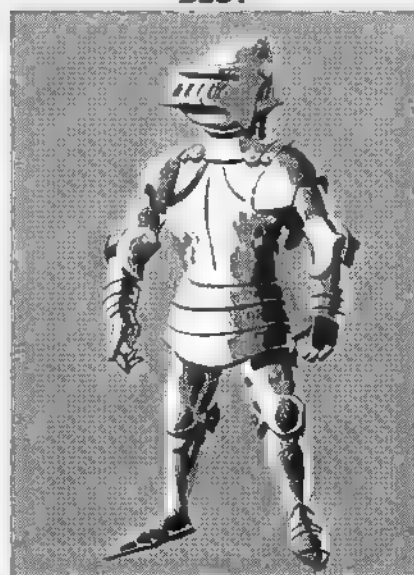
This type of attire is much "too far out" for most parents, and definitely will not instill confidence in them.

**BETTER**



This type of attire is slightly more acceptable, but still won't instill feeling of confidence in most parents.

**BEST**



This type wins parents' confidence as Sitter seems safe from little monster and is not likely to sue for injuries.

## ACCESSORIES AID PERSONAL APPEARANCE

Accessories like those shown below will add immeasurably in improving a Baby Sitter's appearance. If a Sitter does not own them, they should be borrowed or rented prior to

showing up for a job. However, buying them outright is a wise investment, as they will pay for themselves quickly with more jobs at higher pay. And they're tax deductible!

**EYEGLASSES**



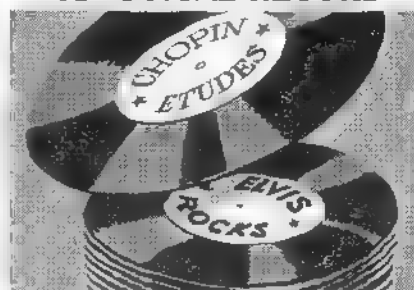
Eyeglasses give Sitter appearance of being serious and intelligent. Have them made up with clear glass set in dark heavy frames to avoid eyestrain.

**BOOK COVERS**



Book covers from famous classics are a must for covering up trashy novels underneath. Gives Sitter appearance of reading literature instead of junk.

**CLASSICAL RECORD**

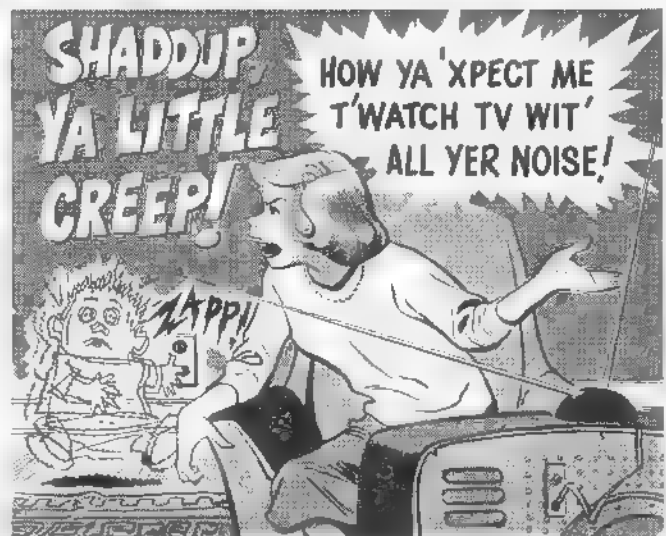
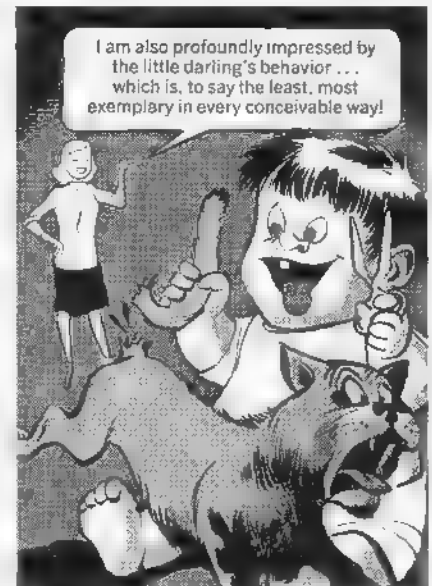
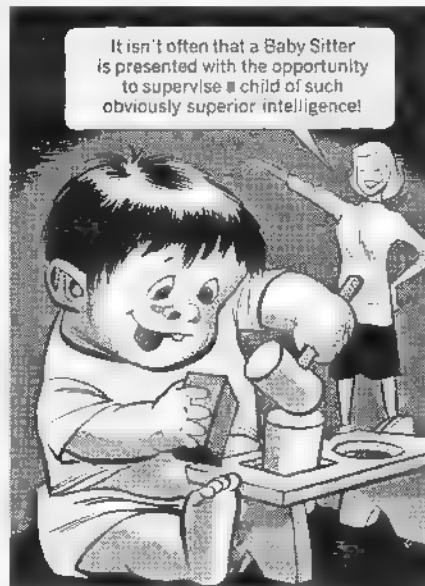
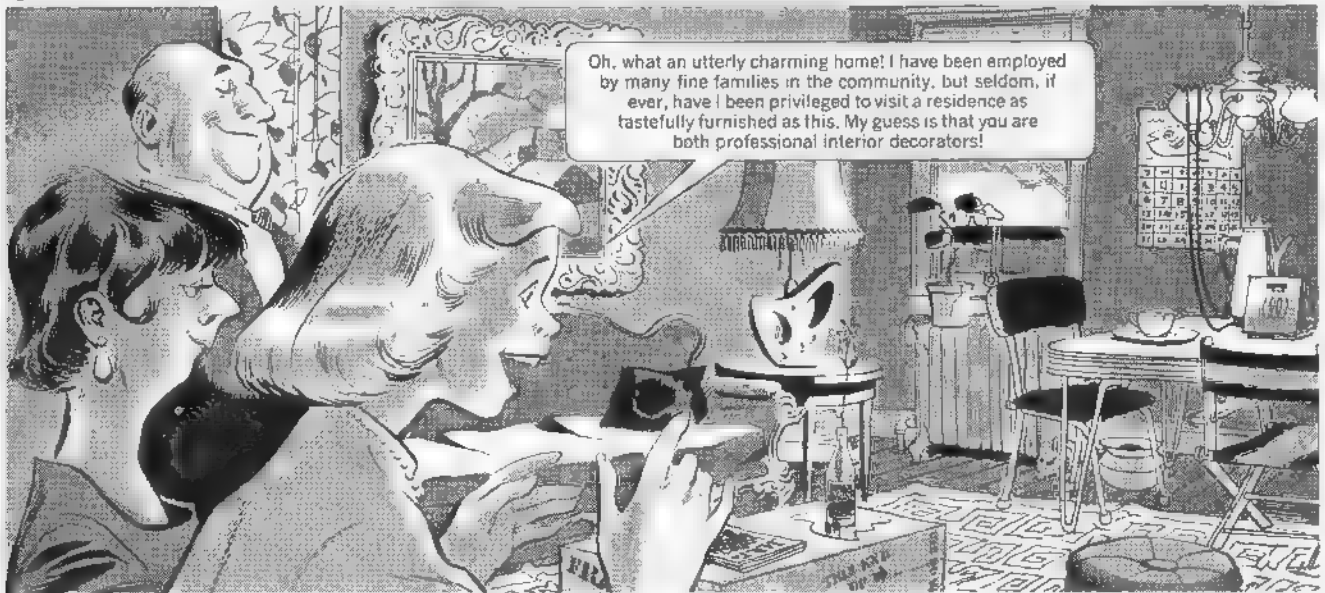


Classical record carefully placed on stack of Rock 'n Roll L.P.'s results in impression that Sitter will spend the evening listening to great music.

# CONVERSATION

Another of the few ways that clients have to judge Baby Sitters is by the way they speak. So be careful to cover up! If you are a low-grade moron, keep your mouth shut,

smile pleasantly, and nod "yes" or "no." If you do decide to converse with a client, care should be taken to speak correctly and impressively. Here are some good examples:



# FOOD

One of the most important problems facing a Baby Sitter is food. Most clients are considerate, and realize from personal experience that it is practically impossible to

go through an evening of watching TV without partaking of a 38,000 calorie snack. Therefore, leaving a tray of "goodies" for the Sitter has become a common practice.

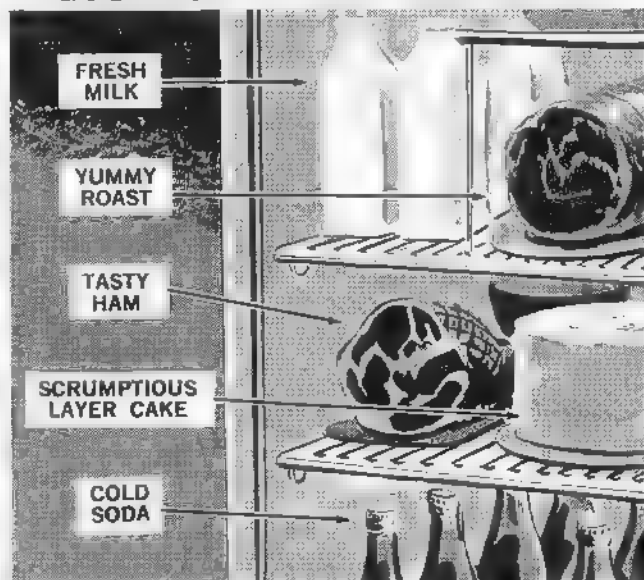
## "GOODIES" LEFT ON TRAY FOR SITTER

\*\* A Horror Musical called "New Ghoul in Town"



Since client will rarely leave a stomach pump along with the Sitter's "goodies," you should not chance eating any! Instead, after a while, when hunger pains begin to gnaw unmercifully, drastic steps should be taken. First, you can usually dispose of "goodies" left for you by giving

## "GOODIES" LEFT IN REFRIGERATOR

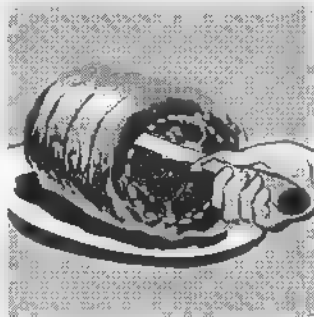


them to the child. His parents can't complain about that, and besides, his little cast-iron stomach is used to such junk. Now the problem of how to get some real food arises. There are many ways to accomplish this, but they require daring, and are not recommended for the chicken-hearted!

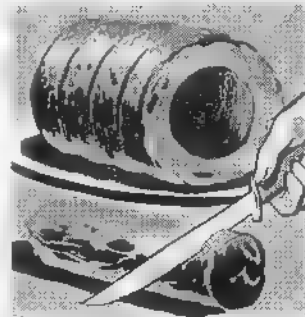
## METHODS OF OBTAINING REAL FOOD



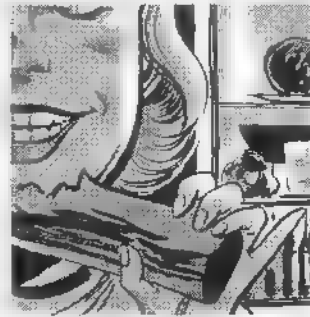
Remove roast from refrigerator, carefully noting its position so that it can be replaced in exact same spot.



Take long sharp knife and, without disturbing exterior of roast, skillfully hollow out 6"-deep center section.



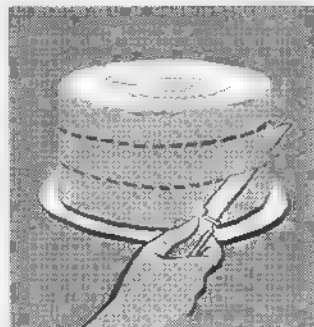
Remove this center section and slice off 1" end piece. Use this end slice to plug up hole you made in roast.



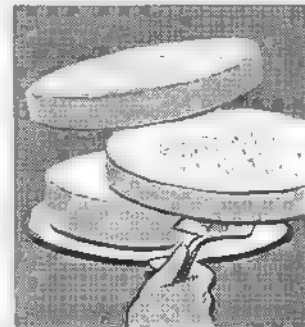
Now replace roast carefully. You have delicious 5" hunk of meat, and family butcher gets blame for short weight.



Carefully remove layer cake from refrigerator or bread box, noting exact position as you did with the roast.



Take sharp knife and make two horizontal cuts, above and below center layer of cake, without messing icing.



Defly remove center layer of cake and rejoin the top and bottom sections. Erase evidence by joining icing.



Carefully replace cake in original spot, and enjoy a treat. No one will notice that one layer is missing.

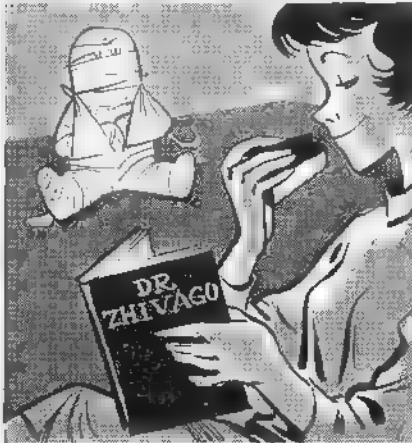
# GAMES

This is a very important section. It is designed to help the Sitter supply fun, pleasure, entertainment, and even education for the child. It is only by sheer coincidence

that it also happens to get the brat off your neck! The games shown below are excellent examples, and should be committed to memory by any sitter who values her sanity.

...A Musical about Benjamin Franklin called "Kiss My Kite"

## DOCTOR GAME



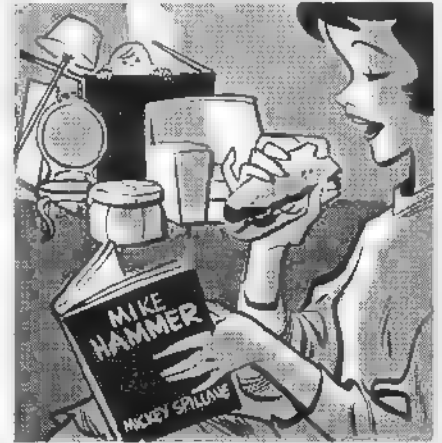
Sitter pretends to be a world-famous doctor, and child is a badly burned astronaut who survived rocket crash.

## COWBOY GAME



Sitter pretends to be cowboy; child is lonesome li'l dogie from round-up. Branding, tho fun, should be avoided.

## DETECTIVE GAME



Sitter pretends to be Eliot Ness and child is infamous beer baron, Alfred Neumi, trapped in barricaded brewery.

## JUNGLE GAME



Sitter pretends to be chief of savage cannibal tribe of Upper Amazon, and child is captured English missionary.

## TELEVISION GAME



Sitter pretends to be Ed Sullivan and child is famous European circus star appearing on show with new trick act.

## SOLDIER GAME



Sitter pretends to be sadistic Jap Prison Camp Commander, and child is captured G.I. hero placed in solitary.

# SLEEP

The importance of sleep in maintaining good health should not be overlooked . . . mainly, your health. A simple rule

to follow is: "A sleeping child means a healthy Sitter!" Here are some hints for getting a child off to bed early.

## THE DIRECT APPROACH

Sitter quietly but firmly informs the child that it's time to go up to bed.



## MAKING A GAME OF IT

Sitter offers to be "horse" and ride kid "jockey" to bedroom "finish line."



## GENTLE PERSUASION

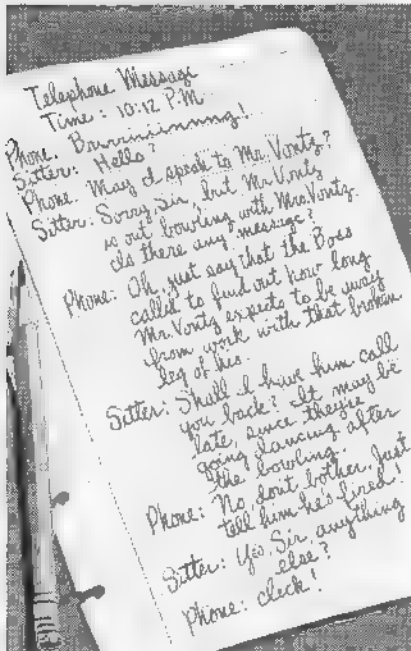
Sitter threatens to be star baseball player and use kid's head as the ball.



# THE TELEPHONE

The telephone is the Baby Sitter's best friend. Not only but it also plays vitally important roles (listed below) is it the primary instrument used to secure Sitting jobs, throughout the evening when you are actually on the job.

## FOR MESSAGES



A baby sitter is often judged sharply by the kind of telephone messages she takes. A client is greatly impressed by the message that is complete and precise down to the smallest detail.

## FOR ENTERTAINMENT



Calling friends can fill hours for a Sitter. A simple way to cover up such costly calls is to list phone numbers you dial in household directory under "Butcher" and "Tailor," etc. When the client checks up on exorbitant bill, he can only fight with phone company.

## FOR EMERGENCY

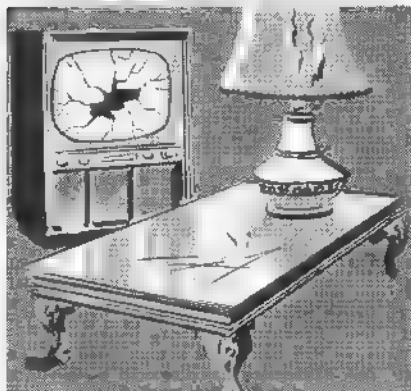


Sometimes, even after following this article, a particularly sinister and depraved child may get the upper hand during moment of Sitter laxity. Phone then becomes vital to your very life!

# FIRST AID

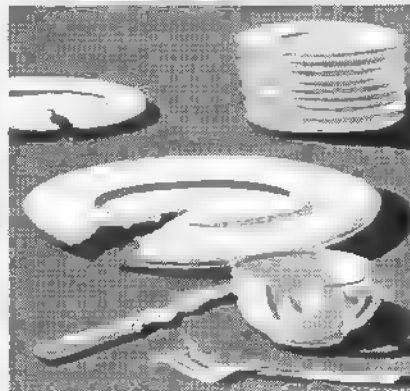
A Sitter must have a thorough knowledge of "First Aid" in involve the Sitter, the child, or both. Below are some of case of any unforeseen accident which may occur. These may the "First Aid" problems a Sitter is likely to encounter:

## FIRST AID TO DAMAGED FURNITURE



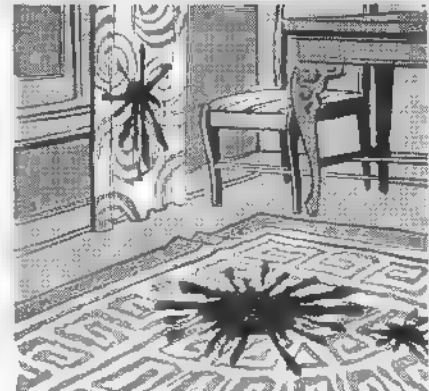
- (1) Touch up furniture scratches with children's crayons. They color in and wax over all damages simultaneously.
- (2) Paste sheet of wax paper over the smashed TV screen. Covers damage so repairman will recommend a new tube.
- (3) Turn torn lampshade to wall, and months will go by before discovery of damage, much too late to blame Sitter.
- (4) Broken table leg may be glued, or turned to wall. Best method, however, is to cut other legs to same length.

## FIRST AID TO BROKEN TABLEWARE



- (1) Broken dishes may be reassembled and mended with glue or chewing gum.
- (2) If there's no glue or chewing gum available, another method is to slip the reassembled pieces in the middle of stack of dishes. First person who moves stack will think he broke dish.
- (3) If dishes are not kept in stacks, broken pieces can be placed near dog.
- (4) Other items can be straightened, or if this fails, thrown into garbage. After all, who'll miss them anyway?

## FIRST AID TO CARPETS AND DRAPES



- (1) Stains on carpets and drapes can be camouflaged by carefully painting design back in with kid's water color set. Laundry or dry cleaner will get blamed when stains suddenly show up.
- (2) Stains can also be camouflaged by moving the furniture to cover them up.
- (3) If all else fails, sprinkle blobs of ketchup over spot, and over self. Lie down near spot; claim kid slugged you. Parents will be so fearful of a lawsuit, they'll forget about damage.

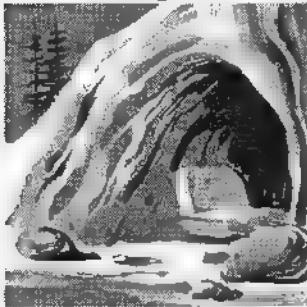
# REWARDS

There are many rewards derived from working with children. However, this section will deal with the one reward that is uppermost in the minds of those working with children, be they teachers, pediatricians, camp counselors or child welfare workers . . . mainly, money! The Baby Sitter is no

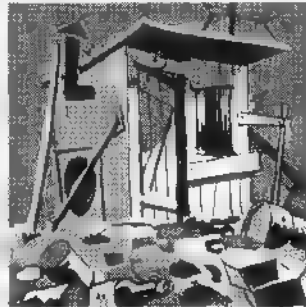
exception here. The main problem is to get as much money as possible. A simple motto to follow is: "Keep the eyes open, as well as the palms!" The alert, wide-eyed Sitter can increase her income immeasurably by setting her fees according to a client's ability (and willingness) to pay.

## SET FEES ACCORDING TO CLIENT'S ABILITY TO PAY

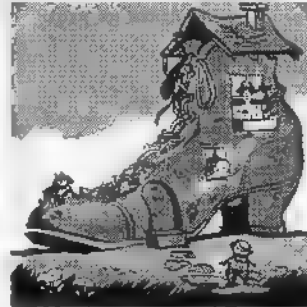
The type of Home owned by Client can reveal much in this direction.



35¢ PER HOUR



50¢ PER HOUR



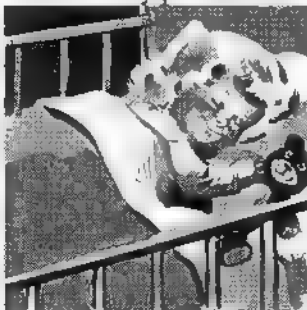
75¢ PER HOUR



\$1.00 PER HOUR

## SET FEES ACCORDING TO CLIENT'S WILLINGNESS TO PAY

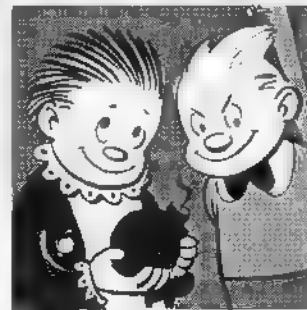
The type of Child (or Children) can reveal much in this direction.



35¢ PER HOUR



50¢ PER HOUR



75¢ PER HOUR



\$100.00 PER HOUR

# SPECIAL EMERGENCIES

This section deals exclusively with emergencies that arise after Sitting job is done. Here are some examples:

When parent drives Sitter home after long night of partying, he may doze off at the wheel. To keep him awake, you should know when to start talking.



When parent drives Sitter home after long night of partying, he may have had "too many" to safely control car. You should know when to start driving.



When parent drives Sitter home after long night of partying, he may forget himself and show romantic intentions. You should know when to start walking.



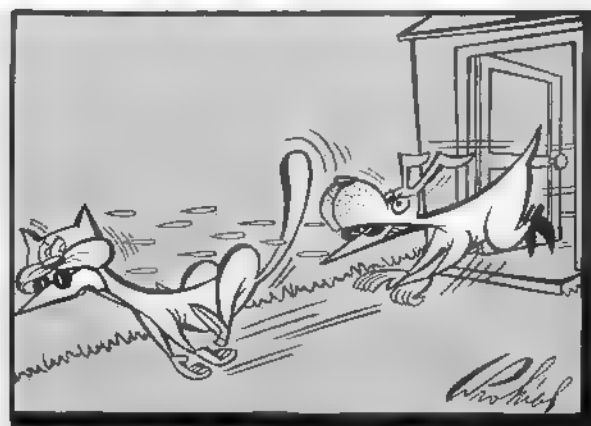
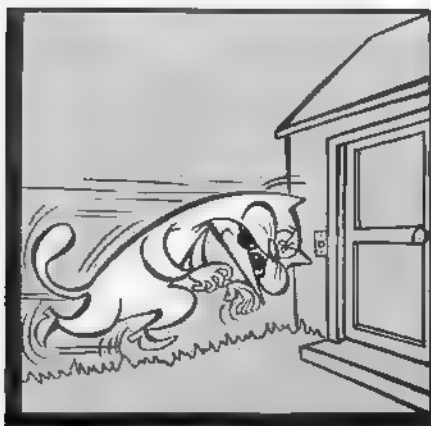
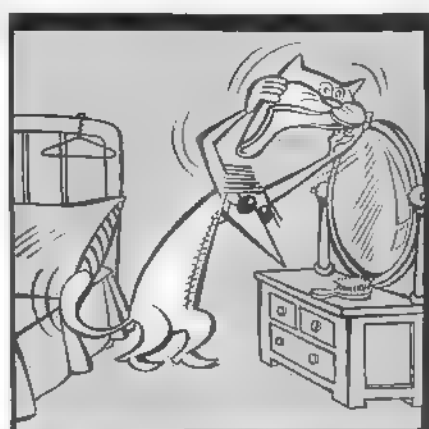
# SOCIAL SECURITY

The best Social Security advice we can give a Sitter is to quit the profession and start Socializing. Only then will she have a chance to someday meet the "right guy,"

get married, have a family, and start worrying about a Sitter of her own. By that time, there may be an article to help her . . . like "A Parent's Guide to Baby Sitters."

**JOKE AND DAGGER DEPT. PART I**

Antonio Prohias is a famous Cuban artist who defied the censorship of the Castro regime with anti-Communist cartoons—until he was forced to flee Havana with his life. Now, he graces MAD with his cartoon sequence of friendly rivalry called—



A couple of issues back (MAD #57) we presented an issue of "BEATNIK," The Magazine For Hipsters." We now feel it's only fair to give equal time to the other side. Unfortunately, the "Squares" don't have their own magazine. But they do happen to have a daily newspaper...which looks like this...

# THE DAILY SQUARE

"A NEWSPAPER FOR DISCRIMINATING "NOWHERE" PEOPLE

REMEMBER  
YOU READ  
IT HERE LAST

**TODAY'S WEATHER**  
High 98, Low 92  
(HOT ENOUGH FOR YOU?)  
**TOMORROW**  
Rain  
(GOOD DAY FOR DUCKS)

Vol. 1, No. 126

Saturday, May 6, 1961

Ten Cents

## KING AND QUEEN ARE CLAPPERS AT CLIP JOINT



Newly elected "Squares of the Year," Lawrence Welk and Spring Byington, applauding haircuts at Monte's Barber Shop as part of the festivities in their honor. They had planned to remain to watch an important game, but their physicians advised against it, fearing that the added excitement might be

## BYINGTON AND WELK HONORED AS "SQUARES OF THE YEAR"

NEW YORK CITY.—May 5. Lawrence Welk and Spring Byington were named "Squares of the Year" at a special Tuna Fish Dinner given in their honor by the American Square Society at the 48th Street Automat last night.

Mr. Welk and Miss Byington succeeded Mr. and Mrs. D. Eisenhower, of Gettysburg, Pa., who held the titles for eight consecutive years.

Following the dinner, King Lawrence and Queen Spring were treated to an exciting "Evening-On-The-Town," which included applauding haircuts at Monte's Barber Shop on Times Square, watching supermarket trucks unload on W. 14th Street, standing on line outside Radio City Music Hall wearing funny hats on their heads and cameras strapped around their necks, and ended with a thrilling session of counting out-of-town license plates at the exit from the George Washington Bridge.

Festivities will conclude tomorrow with the King and Queen attending the Ed Sullivan Show, and taking bows from the audience. Mort Sahl will be Mr. Sullivan's special guest on the show.

"I like Mort Sahl," said Mr. Welk. "He's such a refreshing change from the usual entertainment we get. I mean, sure I enjoy laughing at smart comics like Tennessee Ernie Ford, Kathryn Murray, and Gale Storm as much as the next fellow. But if we want to lick the Reds, we've got to be serious, too. I like

## NOTED U.S. TV STUDIO GUEST ANGERED BY BEHAVIOR OF BRITISH VIDEO AUDIENCES

JERSEY CITY.—May 5. Mrs. Emma Gans, a famous Square from Jersey City, returned from London, England, yesterday with lurid tales of English TV studio audience behavior.

Mrs. Gans, holder of the all-time American record for attending afternoon television shows, was sickened by the shocking attitudes of British TV studio guests.

"It's bad enough that they don't wave at the TV cameras like civilized people," said the irate Mrs. Gans, "but I was absolutely appalled to discover that they don't even have the intelligence to applaud wildly after commercial messages."

Mrs. Gans is planning a book about her experiences in Britain as soon as she concludes her current writing project, "TV and Movie

# THE SQUARE

## Fashion Corner

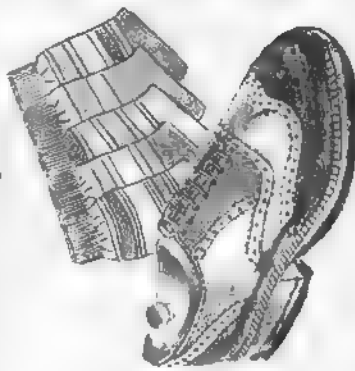
by Robert Hall

The fashion-conscious Square Male will want to pay particular attention to his wardrobe this busy social season, whether he's dressing formally for such important occasions as watching TV in a smart Y.M.C.A. lobby, or dressing casually for an informal evening or just wandering around town, enjoying shoe shines.



Starting at the top, the "Al Capone" wide-brimmed white hat is popular among the pace-setters this year. For informal wear, the brim is pushed up all the way around, and an old movie ticket or sporting event stub is placed to protrude cunningly from the band. For formal wear, no ticket stub.

On the shirt front, shiny red gabardine and rich 19-color flowery prints are a must. For formal wear, these shirts go nicely with a wide, horse's head tie. For non-dress occasions, wear the popular purple cravat with the semi-nude figure that lights up at night to proclaim, "Won't you kiss me in the dark, baby?"



Hose? Eye-blinding orange-and-yellow, of course. As for shoes, the two-toned, brown-and-white, air-vented, winged-tip shoe is still the winner for the formal occasion. For other times, Ked's handball sneakers are coming up fast.



The most exciting accessories this season are the smart gold-monogrammed breast handkerchieves with clever sayings like "Yahoo, My Name Is Lou," and the sophisticated lapel pins with hilarious comments like "Call Me Nutsy."

If your wardrobe is incomplete, or if you have any important fashion questions you want answered, do the only sensible thing. Drop in at your nearest Army & Navy Store, or Sears Roebuck.

# THE SQUARE

By Calvin Fluttle

## QUESTION:

What was the most exciting experience of your life?

## WHERE ASKED:

South Dakota, Indiana, and the N.Y. Planetarium.

FRANKLIN GREBB

Free Lance Bore

My most exciting experience was riding an elevator all the way up to the roof of that three-story skyscraper they've got in my home town, Little Fish, Iowa. I was so dizzy that I almost fainted, and my nose was bleeding a little. When I looked down at the street from way up there, the people looked like ants. Later, I found out they were ants. Poor Ken Boff jumped off that very same roof the next day because his business had failed. It was tragic. He was laid up for three weeks with a sprained ankle.



HIRAM GLERK  
Professional Toothpick Chewer

I guess the most exciting thing that happened to me was in 1957 when I saw a car with a South Dakota license plate goby in our street. When I told the folks this fantastic news, they got all excited and threw me a big party and bought me all kinds of nice gifts. It was a wonderful gesture on their part. Especially since we all live in South Dakota.



MYRTLE FLUNGER

Celebrity Admirer

The most exciting experience in my life was meeting a real-live famous celebrity right in my own supermarket in Muncie. It was screen star Jerome Cowan's second cousin, Benjamin. To my amazement, he was buying frozen pizza pie just like any average person might. And then he walked out of the store just like any ordinary person would; you know, with one foot in front of the other. And if that wasn't enough for a body to take in one afternoon, he stopped to blow his nose like anyone might. And that's why I'm proud to be an American.



LETTIE SPRING

Front Porch Rocker

My most exciting experience by far was the day the mailman came up our block, instead of down. For 37 years, he'd always come down our block, and then this one day he came up our block. I was very upset, until I realized I'd been sitting on my neighbor's porch across the street, so he'd really come down our block after all. But ever since then, I've had heart trouble.



ARTIST: JOE ORLANDO

WRITER: LARRY SIEGEL

# SQUARE

## About Town

by Walter Winklodd

Edna Saunders, the luvvly Peoria trading stamp saver, and Lemuel Geyer (he's the Des Moines matchbook cover collector) looking ga-ga-gone over a cottage cheese and water-cress plate at Schrafft's (an afternoon TV show wedding coming up, kids? Hmmm?) . . . New Baby Dept.: It's a 6-Pound Squares for the veddy wealthy Samuel Bumkins (he's President of the Arthur Lake Fan Club) . . . Norman Rockwell's new tome: "Ernie Bushmiller, Master of Abstract Expressionism" on the book shelves this Thurz.

\* \* \* \*

The Sy Bissells (of the snooty Coney Island clan) heading for Splitsville. She'll get custody of their auto-graphed Art Linkletter pix . . . Sightseeing bus barker Oliver Spurlock's long-kistance calls are to Zelda Gonff (she's in Sacramento, Cal. for the North American Mah Jongg Championship finals) . . . A real screamer overheard at the Third Avenue A&P: "Listen, if you're ever in the neighborhood, don't be a stranger!"

\* \* \* \*

**BWAY SUCCESS STORY:** Two and a half years ago, she was just another waitress working behind a Walgreen's soda fountain. All she had was \$8.50 in the bank, and a heart full of dreams. Then on September 23, 1958, she got her first big break. The rest is history. Today, you know her as dynamic, award-winning pigeon breeder Laura Lockerman.

\* \* \* \*

**HOT OFF THE SQUARE PRESS:** The Scarsdale Ladies Bridge Club just cancelled their matinee theatre party ticket reservations for the new Bway hit show, "Trolley In The Dust." They found out there wasn't a single dirty word in it for members to yak and shriek at (smart move, gals!).

\* \* \* \*

**BIGGIES ABOUT BIG TOWN:** Racine, Wisc., hardware man Ozzie Zibindin panicking Main Stemmers with his hee-heelarious Whoopie Cushion . . . Lansing, Mich., plumber Gus Plank purchasing a "Mother" pillow in a Times Square souvenir shoppe . . . The George (Fargo, N. D.) Freunds playing the exciting new square game, "Count The Convertibles" as they cruise the West Side Drive . . . Esther (Hershey, Pa.) Gresham applauding the moving "news-in-lights" sign on the Times Building.

\* \* \* \*

**BRIGHT SOUNDS AT THE SMART SPOTS:** At Chock Full 'O Nuts: "What good is money if you don't have your health?" . . . At the Empire State Building Observation Tower: "This view alone is worth a million dollars!" . . . At Cimbels' Basement: "Listen, it's just as easy to marry a rich girl as a poor one!" . . . At Grant's Tomb: "Here today, gone tomorrow!" . . . At Bickfords Cafeteria: "Feed a cold and starve a fever!"

\* \* \* \*

**SQUARE ORCHIDS TO:** The exciting new egghead tome, "The Best of Dondi," a Cold War must-read . . . Liberace's swinging new platterific etching of "In The Gloaming." Stereokay! . . . The smart wit of Sen. McClellan . . . Pinky Lee's socko new book, "The Sick Humor of Jack Benny" . . . The triple-threat song, dance and witty saying talent of TV's Bert Parks . . . Dennis Day's wonderful way with a jazztune . . . those tonsil-tantalizing Scotch-and-Oval-tine highballs at Longchamps.

ONLY \$10

**Why Dress Old-Fashioned?**

Ivy League Suits Converted into Up-to-Date Double-Breasted Wide-Lapel Models

No fitting necessary. Bring in or mail your suit with \$3.00 deposit. Small additional charge for razor sharpening lapels, inserting two pounds of shoulder padding, and pegging trousers.

**WE CAN CHANGE IT!**

**CLASSY MASTER TAILORS**

56 Bowery, New York, N. Y.

FREE: A 19 foot key chain to our first 50 customers.

ONLY \$10

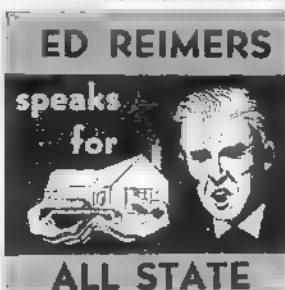


# SQUARE RECORDS

"The Finest In Record Albums For The Square Who Cares"

**ED REIMERS**

speaks for



**ALL STATE**

**234. ED REIMERS SPEAKS FOR ALL STATE.** A collection of Ed's best TV commercials, including the exciting sounds of inarticulate All State policy holders reading idiotic hard-luck stories of car accidents and home fires from Teleprompters in fascinating monologues. \$3.98

**The Best of TV Test Pattern Hums**



**252. THE BEST OF TV TEST PATTERN HUMS.** An album of 14 stirring sounds from your favorite TV test patterns, including the Channel 11 "Buzz", the Channel 11 "Beep", the Channel 7 "Burp", and other unintelligible noises, like sound track to a "Surfside 6" episode. \$5.98

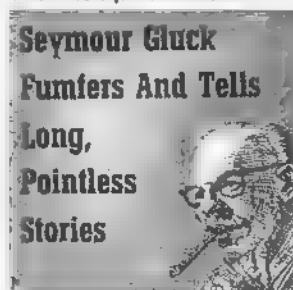
**Music to Paste Trading Stamps By**



**279. MUSIC TO PASTE TRADING STAMPS BY.** An all-time best selling square record album, including 12 numbers recorded by Bertram Fedish and his orchestra, direct from the Jack Paar Show. They make albums after watching and listening to other TV shows, too. \$4.98

**Seymour Gluck**

Fumfers And Tells Long, Pointless Stories



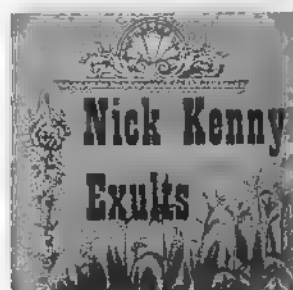
**248. SEYMOUR GLUCK FUMFERS AND TELLS LONG, POINTLESS STORIES.** A famous bore gives his own imitable rendition of some of history's dullest anecdotes. Each anecdote is guaranteed to have no punch line. Some of the best stammering and gibberish ever recorded. \$4.98

**THE SOUNDS OF PERSONABLE ELEVATOR OPERATORS**



**265. THE SOUNDS OF PERSONABLE ELEVATOR OPERATORS.** On-the-spot recordings of momentous comments by famous elevator operators, including "Hot enough for you?", "Floors, Please?", "Step to the rear of the car!" and many other intellectual favorites. \$3.98, and going up

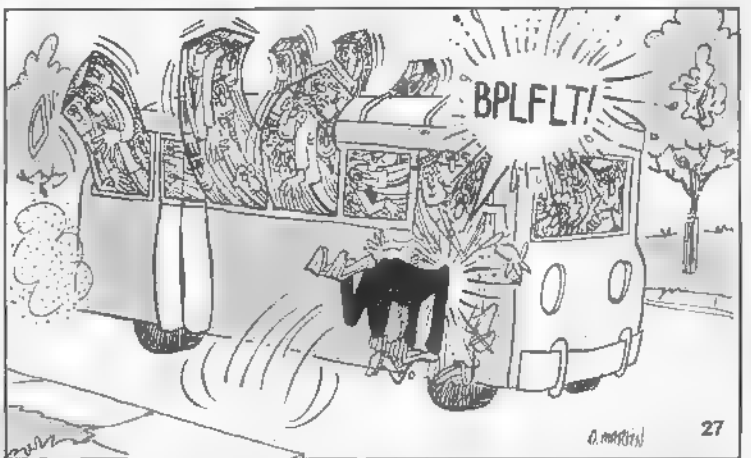
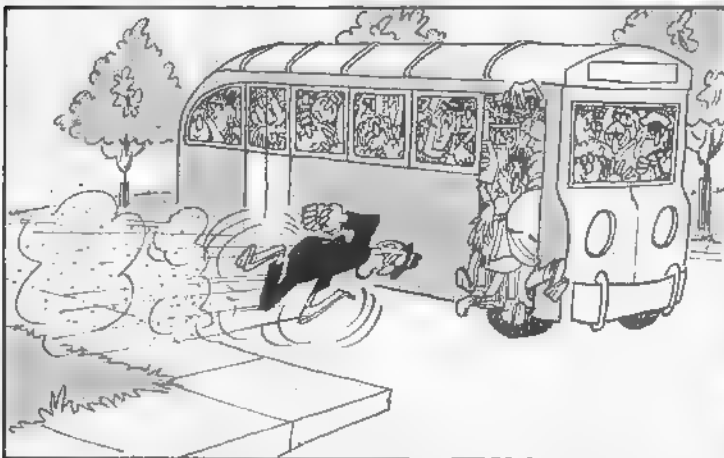
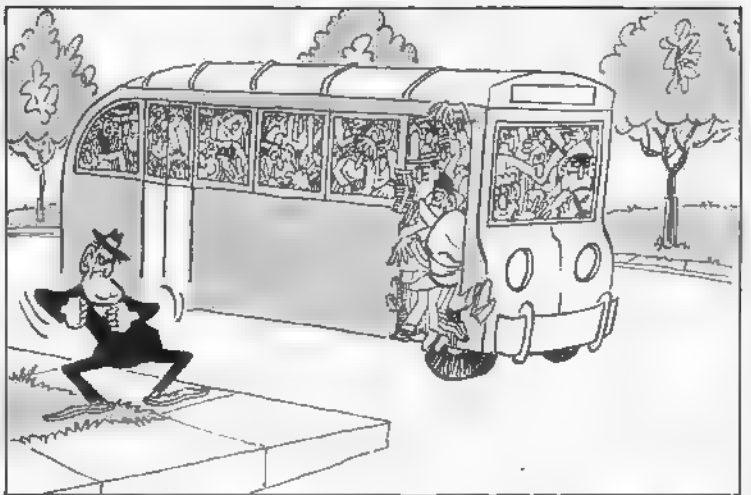
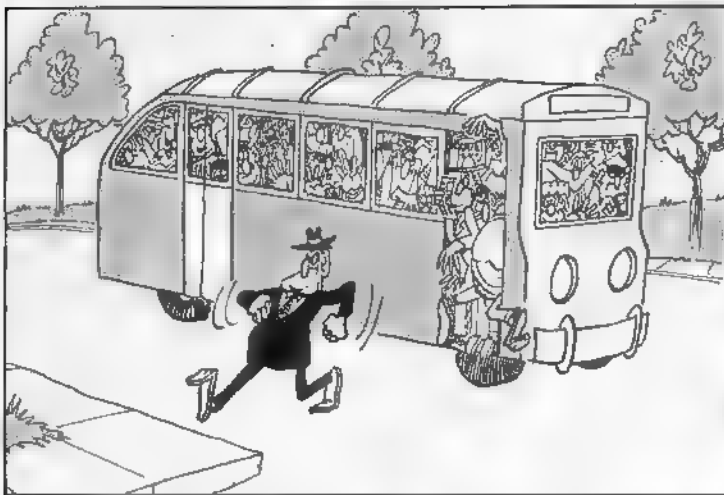
**Nick Kenny Exults**



**421. NICK KENNY EXULTS.** The famous American composer and poet recites from such abstract poems as his "God Bless You, Mr. Fireman", "I Love The Girl Scouts", "The Great American Streetcleaner" and others. Heartwarming, poignant, and completely superfluous. \$5.98

And now, Don Martin relates another of his personal experiences in this "Mad" world of ours where "pushy" people get ahead. Don learned this one day while

## Boarding the Uptown Bus



## DIAMONDS ARE A BOY'S BEST FRIEND DEPT.

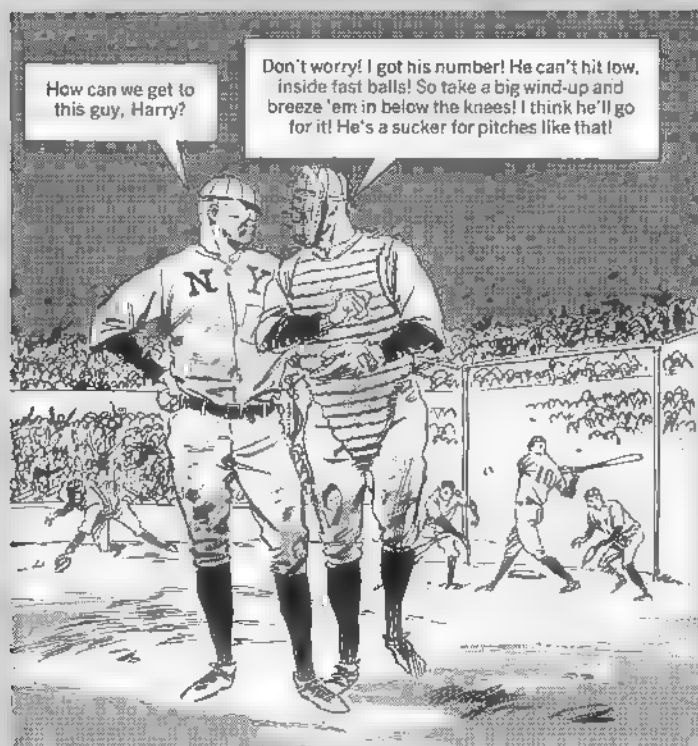
Some people say that America's "National Pastime" is *Baseball*! Other people say that America's "National Pastime" is *Making Money*! Actually, both

statements are correct, since nowadays, *Baseball* is mainly concerned with *Making Money*. But it was not always that way. We can remember when Base-

# THE BUSINESS

HERE'S WHAT BASEBALL WAS  
LIKE IN THE GOOD OLD DAYS:

THE CONFERENCE ON THE MOUND

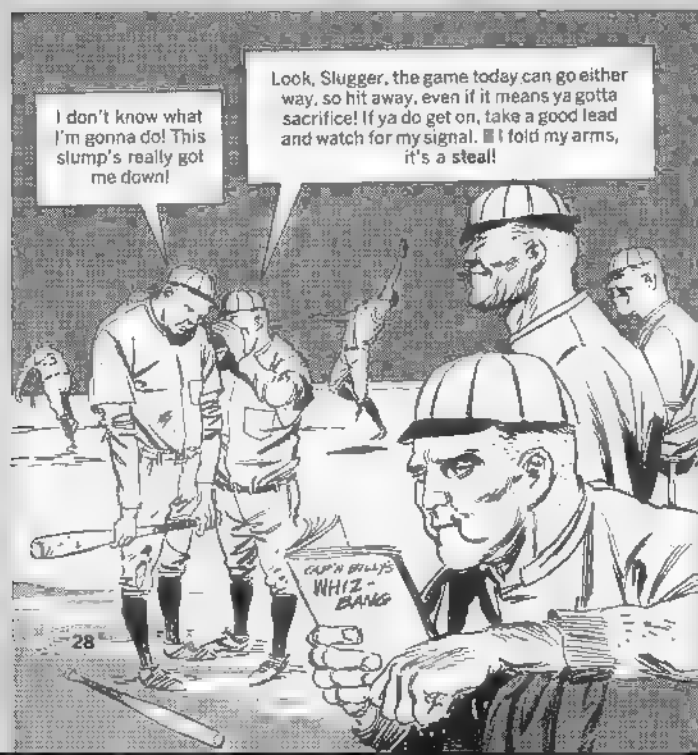


HERE'S WHAT BASEBALL IS  
LIKE IN THE MAJORS TODAY:

THE CONFERENCE ON THE MOUND



ADVISING THE BATTER



ADVISING THE BATTER



ball was played by tobacco-chewing heroes who hit the sack at 9 P.M., and didn't care about anything but the game. Today, the situation is somewhat dif-

ferent, with players endorsing ads, running restaurants, and clipping coupons. In other words, today, our National Pastime is rapidly turning into...

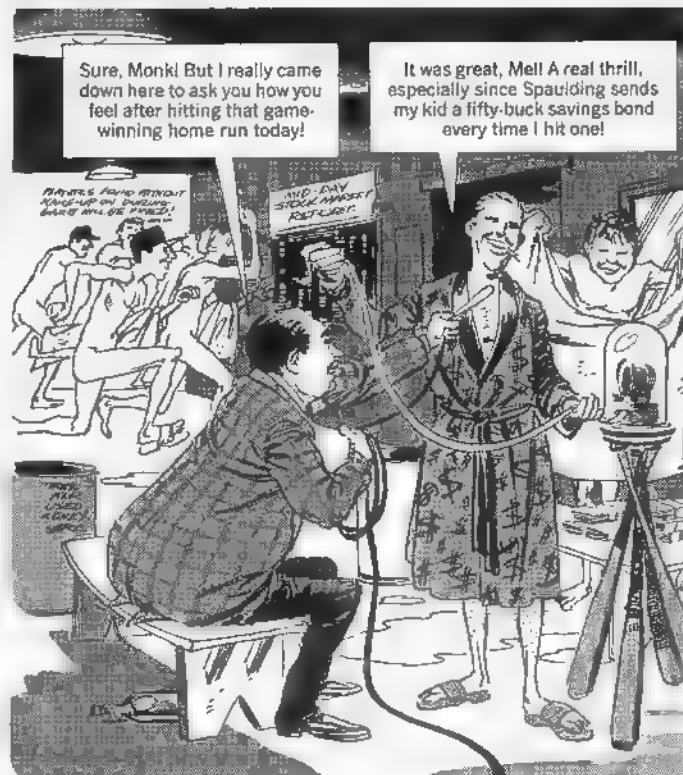
# OF BASEBALL

IF THE "BUSINESS TREND" IN BASEBALL CONTINUES  
WE CAN SOON EXPECT DEVELOPMENTS LIKE THESE...

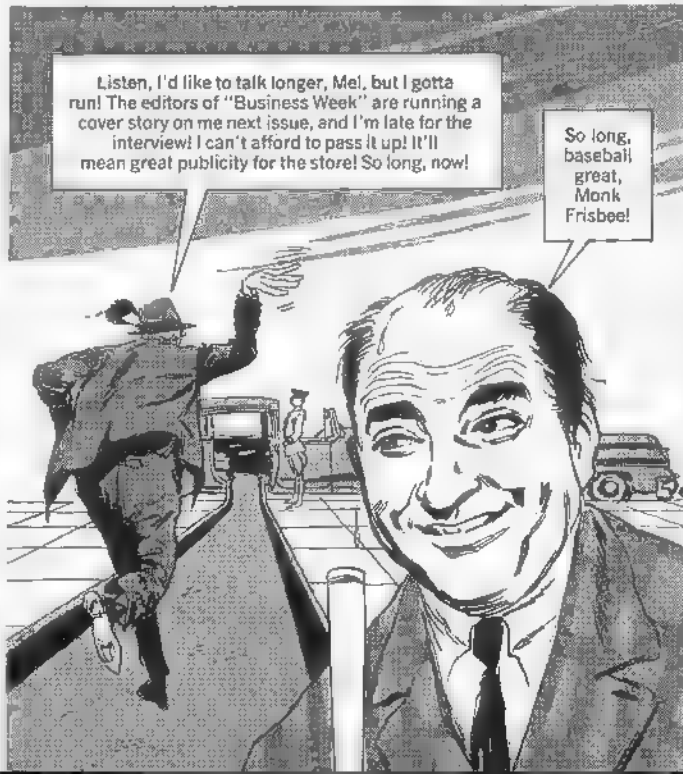
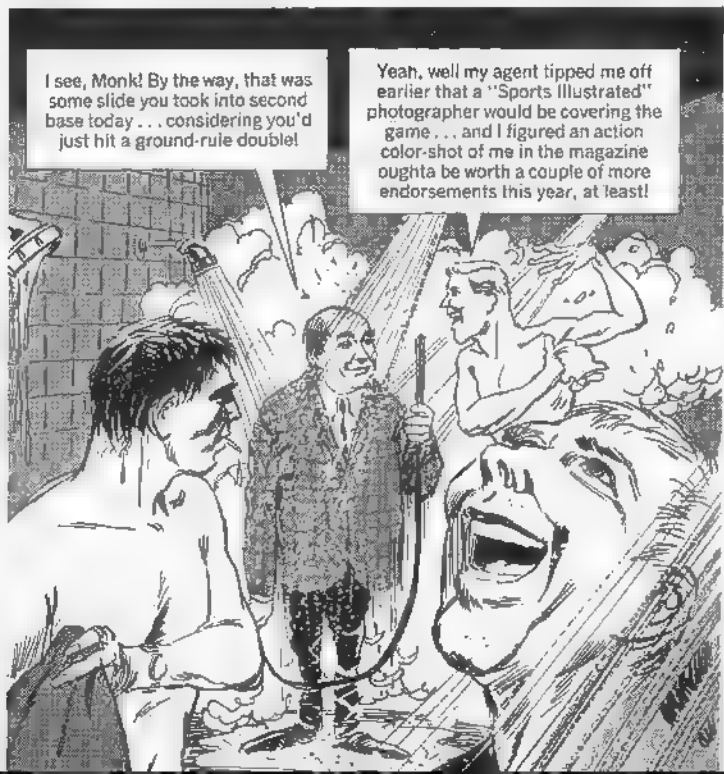
## THE POST-GAME INTERVIEW



ARTIST: GEORGE WOODBRIDGE



WRITER: FRANK JACOBS





"Lefty knew something  
no one else in that  
vast stadium knew..."

## The Day Lefty Bates Lost Control

By Orville Pulpwright

Lefty Bates climbed from the dugout, and shuffled slowly out to the mound as the hot August afternoon exploded with a deafening roar. The jam-packed stands were full, and the crowd was screaming itself hoarse.

Lefty fingered the familiar horsehide surface of the ball cradled in his hand, and waited for the ovation to fade. He glanced at the scoreboard, and noted the eight consecutive zeros.

Yes, it was the last of the ninth! Just three more outs, and he would accomplish the dream of all pitchers . . . nine innings of perfect pitching . . . his first no-hitter!

And yet, despite the encouraging cheers of his teammates, and the heartening applause of the fans, Lefty felt alone. Alone, and afraid. Because he knew something that no one else in that vast stadium knew.

Lefty Bates knew he had lost control!

He had received the news in a telegram between the innings. The three other directors of The Bates Corporation had secretly pooled their stock proxies and voted him out. The sporting goods manufacturing company that he had organized and nurtured and built into a million dollar enterprise . . . the company that bore his name . . . was no longer his.

He had lost control of the business!

As he studied the catcher's signal through mist-filled eyes, and wound up for the pitch, his mind went back over the years . . . back to the beginning of the battle for control of The Bates Corporation . . . when the noted financier A. S. Pretzelbend, had started buying up stock,

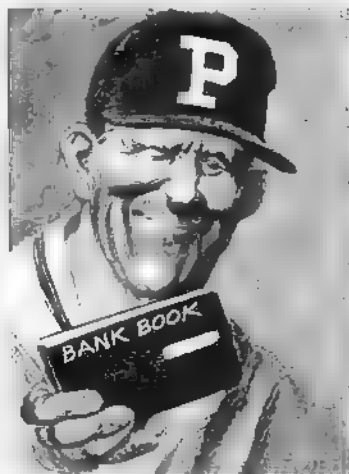
CONT. on Pg. 79

"A Musical about a Giant Gorilla called 'The Kong And I'"

## BASEBALL BUBBLE GUM CARDS

MAJOR LEAGUE  
BASEBALL STARS

No.  
17



Major League Baseball Stars #17

Hiram "Gummy" Hornbeck

INFIELDER, PITTSBURGH PIRATES

Holds all-time record for appearances on the Ed Sullivan Show, 1954-61. First Major Leaguer to endorse toothpastes of three rival dentifrice firms and not be sued, 1958. Volunteered to have all his teeth pulled to qualify as an endorser of Polydent, 1959. Listed in "Who's Who", 1945; Dunn & Bradstreet, 1955; N.Y. Stock Exchange, 1956; U.S. Govt. Anti-Trust Proceedings, 1957. Retired as a player in 1949.



MAJOR LEAGUE  
BASEBALL STARS

No.  
45



## ARGUMENTS BETWEEN FANS

Geez, I can remember back in September, 1956, when Mantle pulled off his one and only Triple Play! What a day that was! Full-color endorsements for Lucky Strikes, Schick Electric Razors, and Acme Blast Furnaces — all in the same issue of Life!

Aah, you're wrong! It wasn't Life! It was Look, and it wasn't in September, 1956, it was late August! And it wasn't a Triple Play! It was a Quadruple Play! He also endorsed Otis Elevators in the same issue! Ya prob'ly miss it 'cause it was in the back of the magazine, page 87 to be exact!

Aah, you guys think Mantle's so great! I suppose ya never heard of Stan Musial! I suppose ya never heard of the time he went live for five! Yeah, that's right! In one week, full-page endorsements for five different products in five different top-circulation magazines! And I can name 'em! Camels in Life, Seven-Up in Time, Rolls Royce in Newsweek, Betty Crocker Cake Mixes in Woman's Day, and the United States Government in the Saturday Evening Post!

Boyl, you guys really know your baseball!

## THE NEWSPAPER SPORTS SECTION

### National League Team Standings

TEAM	Total Attendance (millions)	Hot Dogs (thousands)	Beer (thousands of cases)	Cokes (thousands of cases)	TV Rights (millions of dollars)	Profit Margin, (%)
Los Angeles	1.8	612	415	617	\$2.5	.597
Pittsburgh	1.6	445	502	735	\$2.2	.532
Milwaukee	1.1	516	8	1122	\$2.6	.513
San Francisco	1.4	656	462	675	\$1.8	.503
St. Louis	0.9	472	817	56	\$1.8	.500
Cincinnati	1.1	377	365	456	\$1.6	.484
Chicago	0.8	18	344	432	\$1.4	.474
Philadelphia	0.7	256	341	415	\$1.2	.396

### Top Ten Players

PLAYER	Annual Salary	Stock Shares Bought	Stock Shares Sold	Other Outside Income	Pct. left After taxes
Mendi, Pitts.	\$75,000	4,586	4,112	\$189,000	.403
Freen, S. F.	\$60,000	4,098	3,674	\$123,000	.350
Hubble, L. A.*	\$50,000	27,501	24	\$91,000	.388
Tarr, Pitts.	\$45,000	2,460	2,460	\$88,000	.361
Kfora, Phil.	\$40,000	11,666	9,836	\$7,000	.355
Gunn, Chi.**	\$35,000	10,099	333,189	\$76,000	.343
Koffee, Milw.	\$35,000	4,550	2,768	\$45,000	.339
Knott, Cinc.	\$35,000	5,086	3,765	\$22,000	.325
East, St. L.	\$32,000	3,837	2,486	\$20,000	.317
Arme, Pitts.	\$30,000	2,469	1,572	\$14,000	.308

\*Retired midway in season

\*\*Convicted midway in season

Endorsements				Tax Dodges			
Inolde, S. F.	47	Kamra, Chi.	38	Powder, Milw.	17	Meetmeain, St. L.	12
Cherry, Pitts.	44	Round, L. A.	35	Moier, Phil.	16	Ever, Cinc.	11
Wind, Milw.	40	Cole, Pitts.	33	Hacks, Pitts.	14	Mand, L. A.	8

## BASEBALL LORE

Major League Baseball Stars #45

### Morton "Nifty" Lovejoy

PITCHER, CHICAGO WHITE SOX

First player to raffle off his World Series T-shirt, 1955; named Most Valuable Player by Belmont Race Track, 1956. First player to endorse frozen pizza pies, 1957; whiskey, 1958; a \$5,000 bum check, 1959. Mobbed by team mates outside Comiskey Park after selling them 3,000 shares of phony uranium stock, 1960. Holds all-time American League record for most plugs of his own restaurant in TV interview following double-header in July, 1961.



### Casey in the Bank

by Ernest Lawrence Payer

The outlook was insolvent for the Mudville nine that day;  
The team was in the cellar and the crowds all stayed away;  
The management grew worried when they saw the empty seats —  
How could they meet expenses with such lousy cash receipts?

They had to meet the payroll and they had to pay the cost  
Of uniforms and fielders' mitts and baseballs which were lost;  
The printing of the tickets also took a tidy sum,  
And the owners asked each other, "Where's the money coming from?"

It was clear to all the bigwigs that they'd need a helping hand;  
Their treasury was empty and their credit wouldn't stand;  
They put their heads together, but they drew a total blank,  
Until someone suggested, "Let's send Casey to the bank!"

Now, somewhere there are ballclubs where you hear the players wail;  
Where clubs are going bankrupt and where teams are up for sale;  
And somewhere there are ballclubs where the owners weep and moan;  
But there's only joy in Mudville — Mighty Casey got that loan!

Now that July and August are approaching, Summer Resorts are beginning to flood the newspapers with ads, tempting vacationers with exotic-sounding descriptions of facilities for fun and leisure. F'rinstance, last summer, while planning our two-week vacation, we ran across this example of . . .

# THE TYPICAL SUMMER RESORT AD

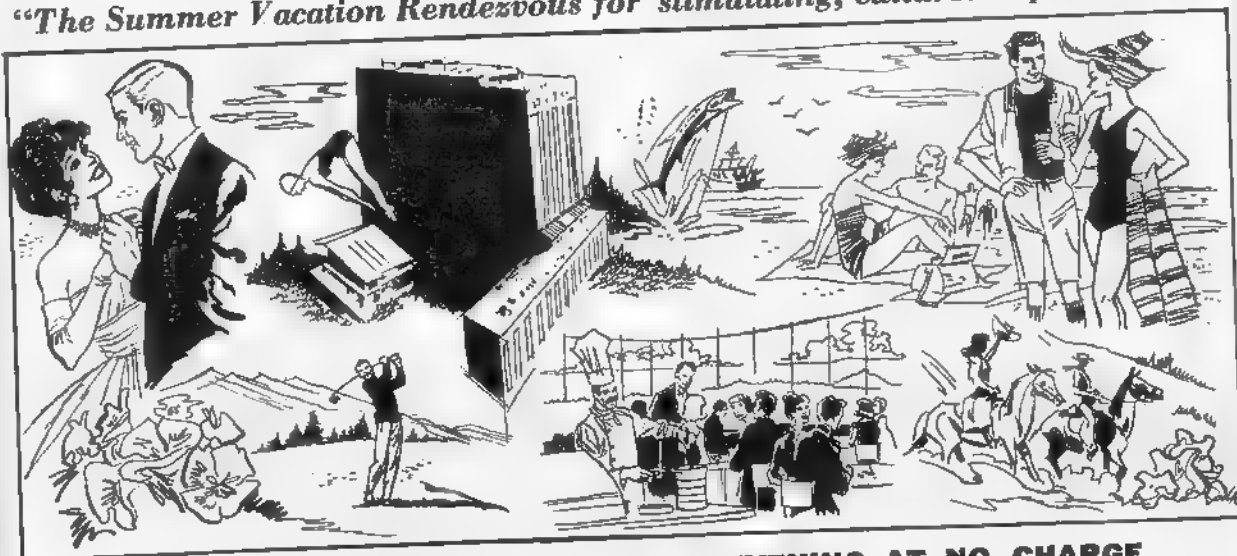
WRITER: LARRY SIEGEL

ARTIST: JOE ORLANDO

**MEET WARM, FRIENDLY PEOPLE AND ENGAGE  
IN POPULAR INDOOR AND OUTDOOR SPORTS**

## *at Fabulous* **Wildlife-In-The-Pines**

*"The Summer Vacation Rendezvous for stimulating, cultured sophisticates"*



**BROADWAY ENTERTAINMENT EVERY EVENING AT NO CHARGE**

**10 CHAMPIONSHIP TENNIS COURTS AT YOUR DISPOSAL  
PLAY GOLF ON OUR 18-HOLE PROFESSIONAL COURSE**

**FREE DANCING LESSONS FOR ALL OUR GUESTS**

*Thrill to our culinary artistry, and be pampered  
by our courteous and efficient dining room staff*

*Enjoy fabulous swimming and other waterfront  
activities on our magnificent private lake*

**FORGET YOUR CARES AND LOSE YOURSELF IN  
AN ATMOSPHERE OF UNPARALLELED RELAXATION**

**\$4 PER PERSON  
DAILY\***

\*That's five to a room, and there's only one  
room at that price, which is never available.  
The other 597 rooms are \$19 per person daily.

## **Wildlife-In-The-Pines**

**Tummeling, Connecticut**

Well, the ad looked appealing enough, so we packed our things and went up to "Wildlife-In-The-Pines" for two weeks. And at the end of our vacation, we compared these excerpts from the original ad with the corresponding features of the resort itself. And this is what we actually found at...

# THE TYPICAL SUMMER RESORT

THE AD  
EXCERPT:

**MEET WARM, FRIENDLY PEOPLE AND ENGAGE  
IN POPULAR INDOOR AND OUTDOOR SPORTS**

**AND WHAT WE SAW  
AT THE RESORT!**



THE AD  
EXCERPT:

*"The . . . Rendezvous for stimulating, cultured sophisticates"*

**AND WHAT WE SAW  
AT THE RESORT!**



**THE AD  
EXCERPT:**

**BROADWAY ENTERTAINMENT EVERY EVENING AT NO CHARGE**

**AND WHAT WE SAW  
AT THE RESORT!**

How on earth  
can they call  
these guys  
Broadway  
entertainers?

During the winter  
they sing for  
pennies in front  
of the Automat  
on Broadway!

Somebody said this  
juggling act is  
booked on the Ed  
Sullivan show  
next week!

Gee, I didn't  
think they were  
that bad!

I don't quite understand! In the  
newspaper ad it said "entertainment  
at no charge"! Now we find out it's  
\$3 a person to see the show!

I'd kick to the management  
about it — if it weren't  
for the fact that they're  
paying us the \$3 to see it!



**THE AD  
EXCERPT:**

**10 CHAMPIONSHIP TENNIS COURTS AT YOUR DISPOSAL  
PLAY GOLF ON OUR 18-HOLE PROFESSIONAL COURSE**

**AND WHAT WE SAW  
AT THE RESORT!**

With all the holes and  
weeds, how come they  
call these championship  
tennis courts?

They held the Rodeo  
Championships here  
last month!

Sorry to disturb you, bub,  
but it's time for me to  
pick the corn I got grow-  
ing in the back court!

If you find a little  
boy in there, he's  
mine! He disappeared  
here last season!

Hey, why jump over the  
net ■ congratulate  
me? I haven't won the  
match yet!

So, who's congratulating? I'm  
a golfer, and there's a bull  
loose on the eighteen-hole  
professional golf course!



**THE AD  
EXCERPT:**

**FREE DANCING LESSONS FOR ALL OUR GUESTS**

**AND WHAT WE SAW  
AT THE RESORT!**

Okay, folks! We're  
now going to learn  
the "Cha-cha-cha"!  
Ready? Here we go!

CHA!  
So much for the  
free lesson!

What happened  
to the other  
two "Chas"?

They cost  
\$25.00!

Will they sell  
one "Cha" for —  
say — \$20.00?

I asked them  
once! They  
won't break  
up a set!

How about me buying  
the other two "Chas,"  
and you buy one  
from me?

Why buy  
somebody  
else's  
troubles?

I guess I can always start  
with what I've learned and  
hope somebody cuts in quick!



**THE AD  
EXCERPT:**

*Thrill to our culinary artistry, and be pampered  
by our courteous and efficient dining room staff*

**AND WHAT WE SAW  
AT THE RESORT!**



**THE AD  
EXCERPT:**

*Enjoy fabulous swimming and other waterfront  
activities on our magnificent private lake*

**AND WHAT WE SAW  
AT THE RESORT!**



**THE AD  
EXCERPT:**

**FORGET YOUR CARES AND LOSE YOURSELF IN  
AN ATMOSPHERE OF UNPARALLELED RELAXATION**

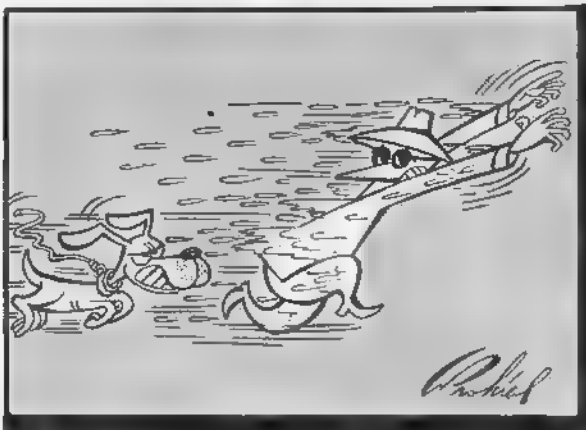
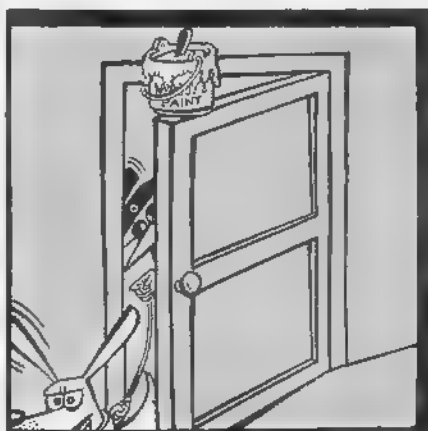
**AND WHAT WE SAW  
AT THE RESORT!**



# JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —

•• A Tropic Play about Building Construction called "Edifice Wrecks" ••

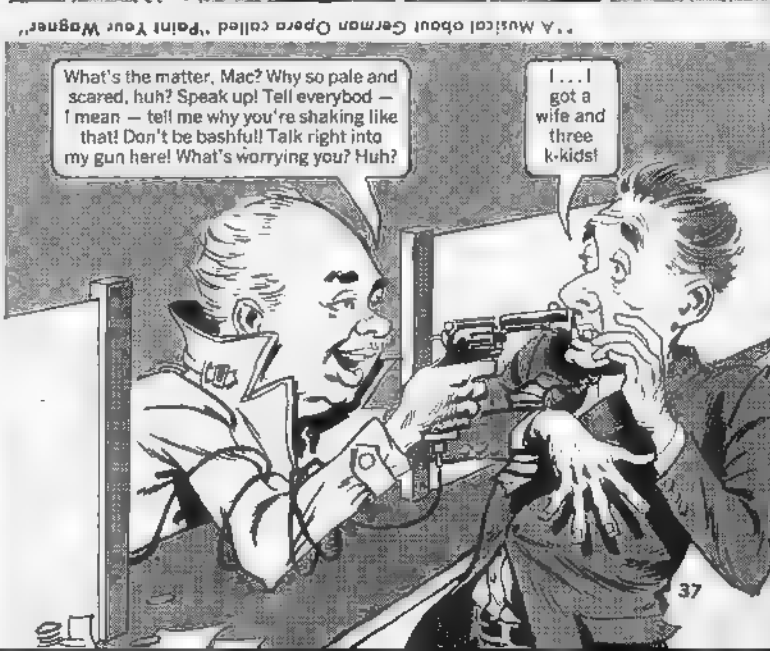
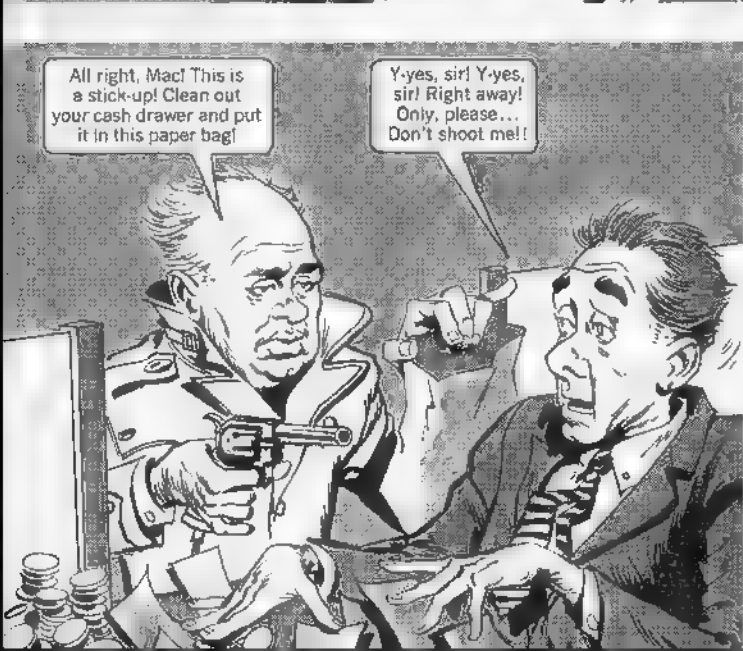


A few years ago, there was a popular show on TV called "Medic." The purpose of that show, if you recall, was to show how sick people could be turned into perfectly normal people through medicine. Well, times have changed, and so have TV shows. Now there's a show on TV which does exactly the opposite... namely, by badgering, annoying, and embarrassing unwary victims, the purpose of this show is to turn perfectly normal people into sick people through sadism. And so, join us now as we tune in on **MAD's** version of...

# SNEAKY CAMERA

WRITER: LARRY SIEGEL

ARTIST: JACK RICKARD



Hey, I was only kidding, Mac! Don't you recognize me! I'm Allan Funn... and you're on television!

Television? You mean... you mean you weren't really holding up the bank?!

That's right! You're on "Sneaky Camera" right now! See, this gun is really a microphone, and - Well, if you don't believe me, ask the Bank Manager! He was in on the whole thing!

Precisely right, Snediker! It was all a gag! Unfortunately, though, you didn't know that! And I see you forgot to set off the alarm! We can't have tellers who lose their heads working here. Snediker! In other words... you're fired!

But I've got a wife and three kids!



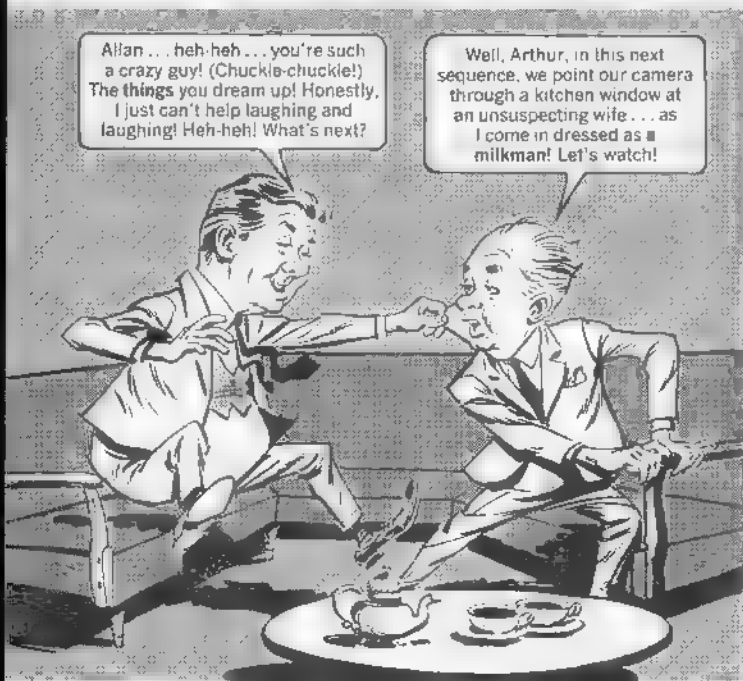
Allan... heh-heh... you're such a crazy guy! (Chuck-a-chuckle!) The things you dream up! Honestly, I just can't help laughing and laughing! Heh-heh! What's next?

Well, Arthur, in this next sequence, we point our camera through a kitchen window at an unsuspecting wife... as I come in dressed as a milkman! Let's watch!

Oh, hello! You must be our new milkman! I've never seen you before! This is a funny time to collect the bill! Pardon me for being abrupt, but I'm in a hurry! It's our 10th wedding anniversary, and my husband and I are celebrating downtown. He'll be home any minute...

Darling!

Hah?



Darling, you don't know how long I've waited for us to be alone like this! Kiss me, my sweet, and tell me you love me... into this milk bottle...

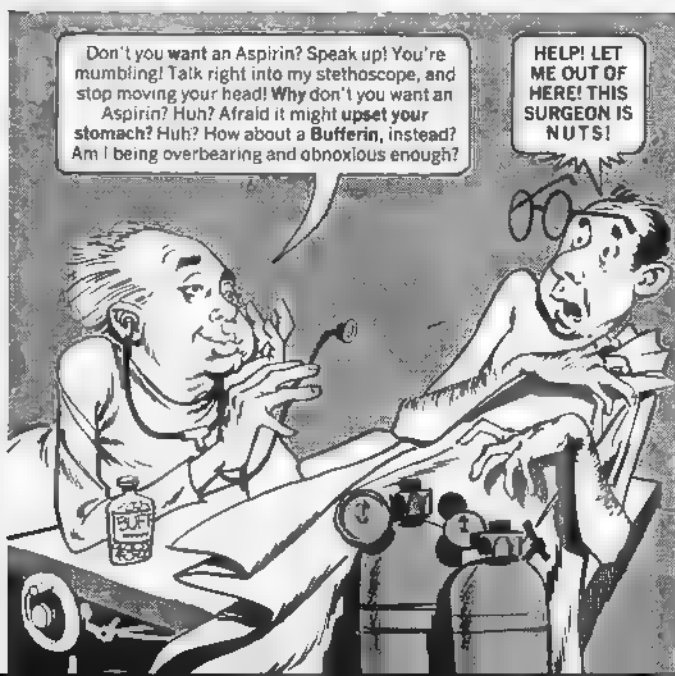
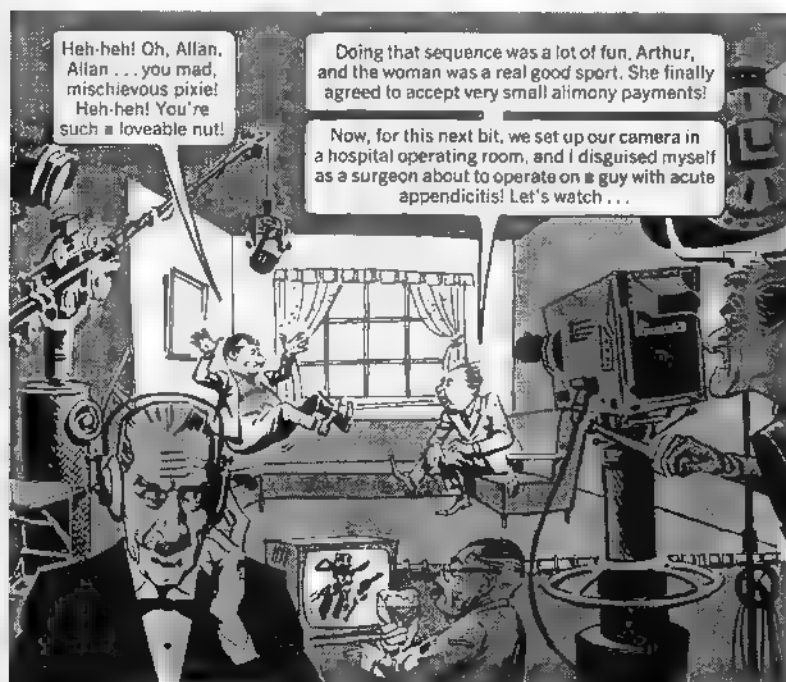
But... But... I don't know you! You must be insane! I love my husband!

Beatrice! What is the meaning of this!? I'm going to call my lawyer and sue for a divorce!

Arnold! Wait! This guy just barged in and started kissing me! I don't even know him! Believe me! I love you! You and the children are my whole life!

Listen, folks! I've got a big surprise for you! You're both on TV!





Okay, Mac! Take it easy! I've got a surprise for you! Guess what? You're on TV! Recognize me? The man from "Sneaky Camera"...

Hey, Mac! Snap out of it! Didn't you hear me? You're on TV...!

I'll take over now, Mr. Funn! I'm Doctor Pfeffer! Looks like our patient's fainted. Thanks for visiting us with your sneaky camera. You can always count on this hospital for one hundred per cent cooperation! After all, you're responsible for bringing most of our patients to us in the first place!

Heh-heh! Oh, Allan, you irrepresible eit! You're such a "fun" guy! By the way (chuckle-chuckle) what ever happened to the patient?

See for yourself, Arthur! He's right here in our studio... completely recovered from his appendicitis operation!

Of course, right now he does have a touch of heart trouble!

Gentlemen, please don't talk directly to the patient. And tell the studio audience not to applaud. He needs rest, absolute rest for the next six months!



Well, Allan! I guess that winds up another show! Honestly, I can't get over (chuckle-chuckle) how creative you are! I mean, nobody is safe from your "Sneaky Camera"! Tell me what poor slob we're going to play a dirty trick on next week?

Next week, Arthur, the audience is in for a big surprise... and a real treat! Because the poor slob we play a dirty trick on is... namely... YOU!

Allan, Allan... you incorrigible imp! What skulduggery are you cooking up now? Heh-heh...!

Say, there's Julius La Rosy, and Marion Marlon, the Kordettes, and lots of other people I've fired over the years! What are they doing here?

Arthur, you never really fired them... because they never worked for you! They all worked for me! And they have for years! You see, everything that's happened to you for the last 37 years has been a phony! I set it all up... and I have it all on film! And I'm going to show that film... next week!



In other words... heh-heh, I'm not really a big TV star! And I've never really fired anybody?! And I don't really know Presidents, and other famous people!?

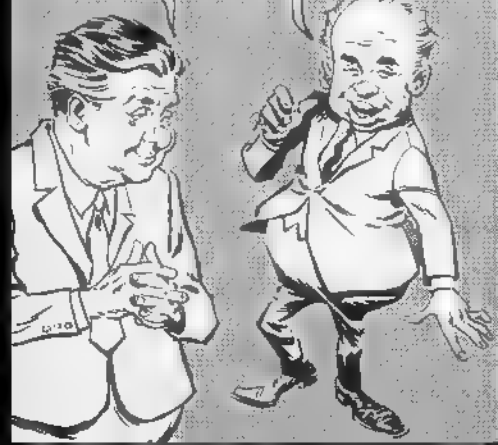
That's right, Arthur! Eisenhower, Charlie Wilson... all the big shots you pal around with actually work for me! They've all been in on this little "Sneaky Camera" stunt...

Then... heh-heh, I'm really a nobody?! Oh, this is a scream! Heh-heh-heh-heh...

I knew you'd get a kick out of it, Arthur! Oh... say! When you get around to it, you owe CBS \$12,000,000! You know... for salaries they paid you... but which you never really earned!

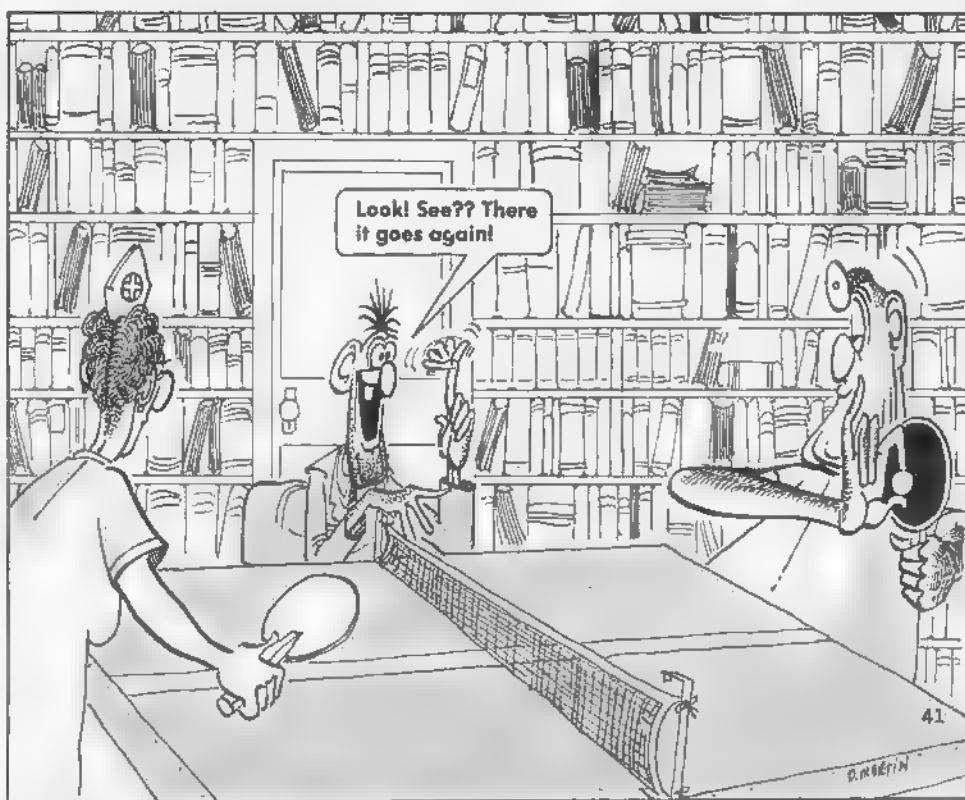
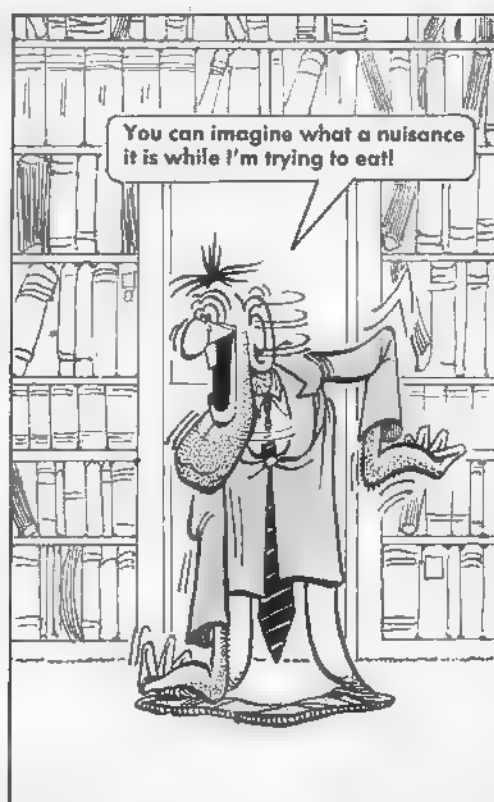
Well, folks! This ends another session of "Sneaky Camera"! But before we go, I've got news for you! I mean YOU... right out there...!

Remember all those secret, personal things that have happened to you during your life? The ones you're really ashamed of? Well, I've got them all on film! Isn't that a scream?! And someday soon, I'm going to make YOU the star on "Sneaky Camera"!



Just as Di Maggio was a "Ballplayer's Ballplayer," Don Martin is a "Sick Man's Sick Man," proven by the following which took place...

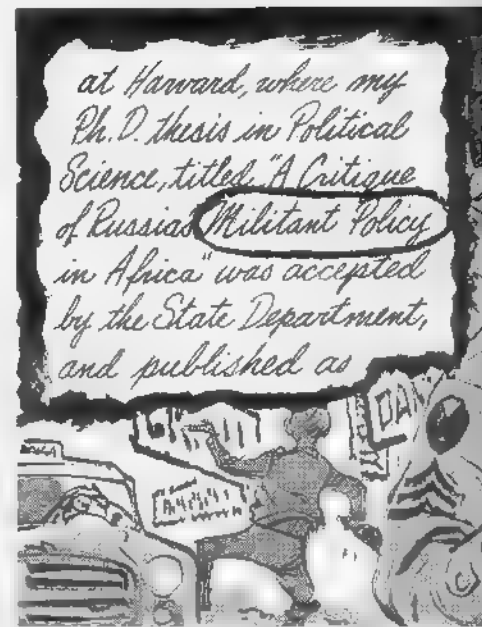
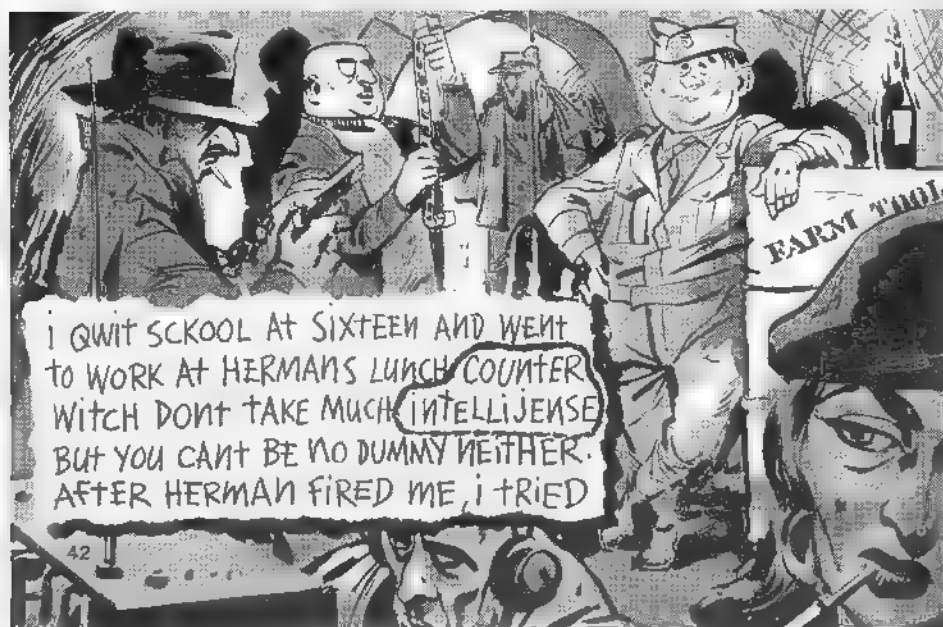
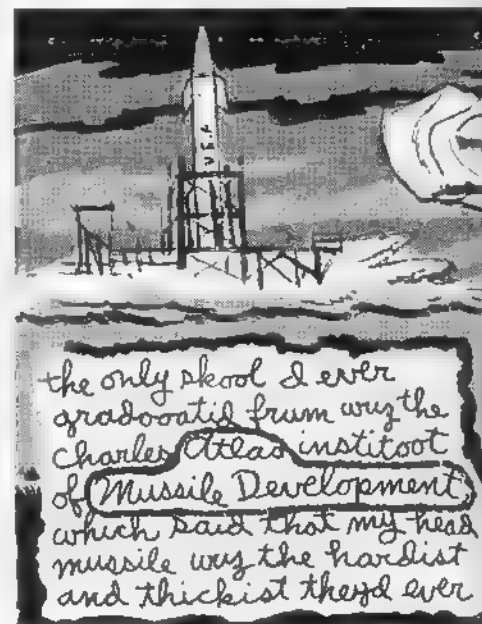
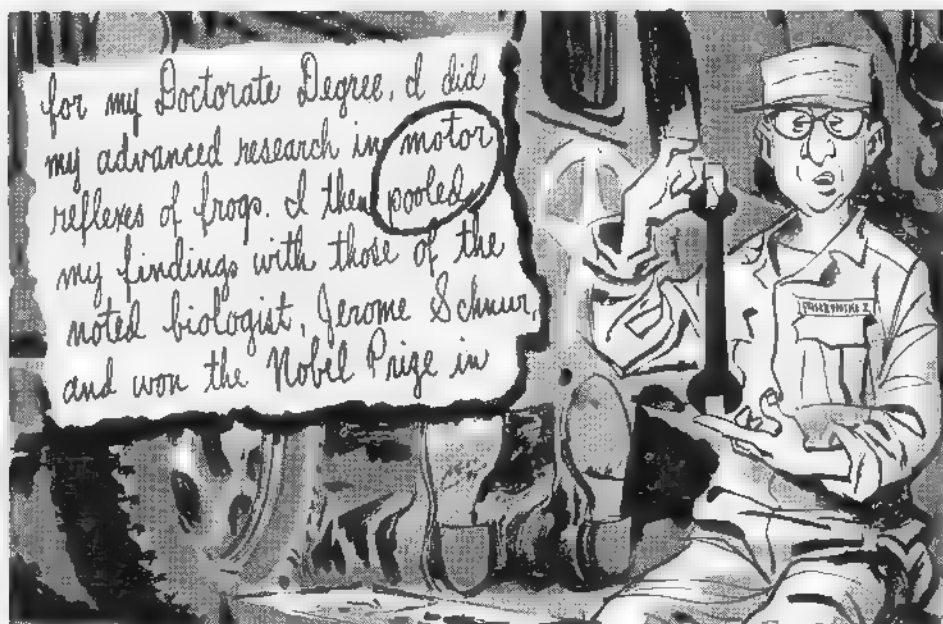
# In The Doctor's Office



ACCORDING TO POSTERS AND TV ADS WE'VE SEEN, THERE HAVE BEEN SOME DRASTIC CHANGES MADE IN METHODS OF CLASSIFICATION AND ASSIGNMENT

# A CAREER AWAITS YOU

IN THE OLD ARMY, YOU GOT A LOUSY ASSIGNMENT BECAUSE SOME DUMB PERSONNEL CLERK ARBITRARILY CLASSIFIED NEW RECRUITS WITHOUT ANY REGARD TO THEIR QUALIFICATIONS AND EXPERIENCE. EVERYBODY FROM "A" TO "D" WENT TO "COOKS SCHOOL," "E" TO "H" WENT TO "TRUCK DRIVERS SCHOOL," ETC.



IN TODAY'S ARMY. NOWADAYS, EACH NEW RECRUIT'S QUALIFICATIONS AND EXPERIENCE ARE CAREFULLY CONSIDERED. SO YOU CAN REST ASSURED THAT

WRITER: DEAN NORMAN

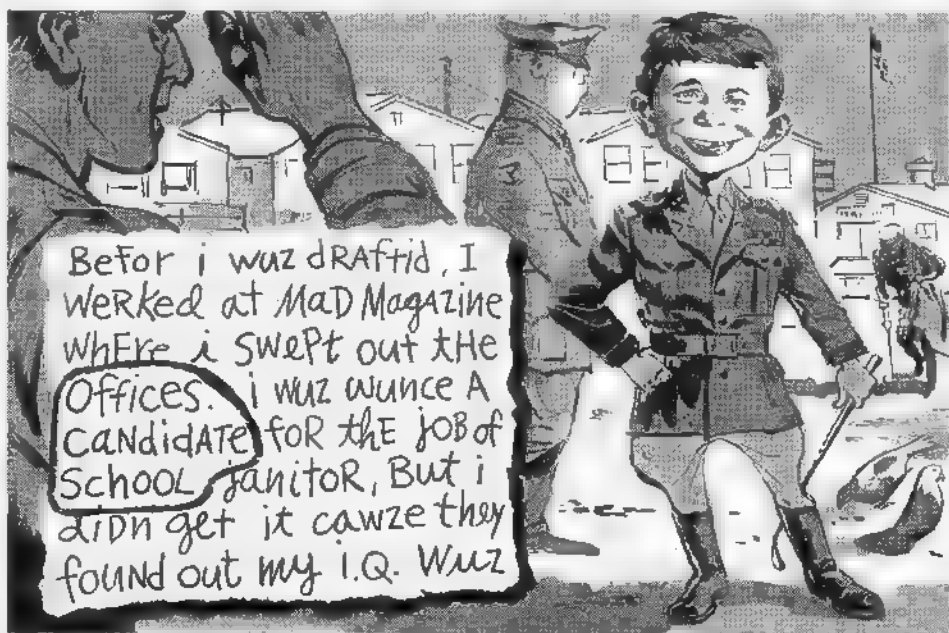
ARTIST: BOB CLARKE

# IN THE MODERN ARMY

BUT OUR MODERN MISSILE-AGE ARMY CANNOT AFFORD TO WASTE TALENT, SO THE OLD METHODS HAVE BEEN DISCARDED. TODAY, EVERY RECRUIT'S INDUCTION FORM IS CAREFULLY SCREENED FOR HIS QUALIFICATIONS AND EXPERIENCE. ONLY THEN IS AN ASSIGNMENT MADE... BY THAT SAME DUMB PERSONNEL CLERK!



"An Esther Williams Underwater Spectacular called '20,000 Legs Under The Sea'"



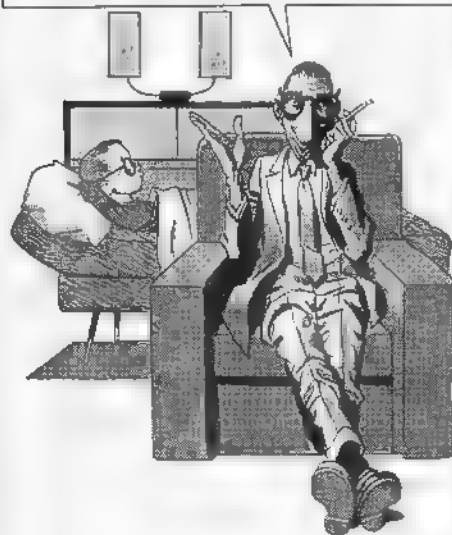
Now that good-old-fashioned spankings have passed from the American scene, about the only things that influence a child on his father's knee these days are the bedtime stories he hears. MAD has investigated this situation, however, and we

# BEDTIME

## ...AS TOLD BY "JOB-

"THE HARE AND THE TORTOISE" as told by a **PSYCHIATRIST**

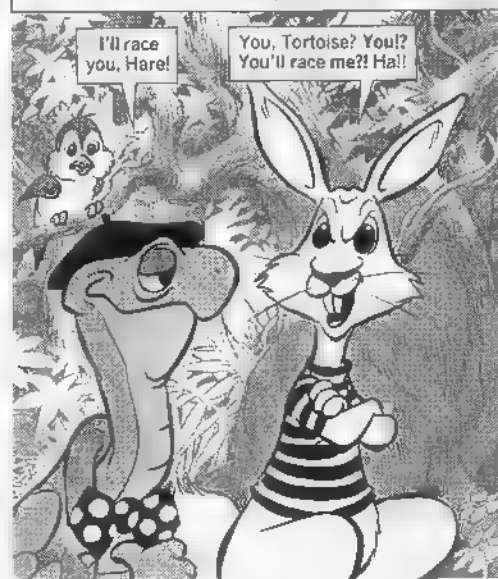
Once upon a time, there was a Hare who boasted that he could out-race any animal in the forest. Although this gave him the outward appearance of being an extrovert, actually the Hare suffered from a severe inferiority complex, and his boasting served only to inflate his own ego...



And so the Hare constantly challenged the other animals of the forest to race with him... knowing they'd refuse!



And they all did refuse. All except the Tortoise. Obviously, this Tortoise suffered from delusions of grandeur, and was displaying the early signs of acute schizophrenia...



"THE THREE LITTLE PIGS" as told by a **LABOR LEADER**

Once upon a time, dere were dese t'ree un-organized Little Pigs who woiked in a sweatshop for a stingy Wolf-boss. Dey was so unhappy wit' de miserable workin' conditions an' coolie-type pay dat dey decided t' do sometin' about ■



De foist Little Pig wrote up a list of grievances on a sheet of paper, and took it to his exploiting, capitalist Wolf-boss... but de Wolf jus' huffed, an' he puffed, an' he tore up de sheet of paper...



De second Little Pig decided to picket, so he made a wooden sign an' marched up an' down in front of de sweatshop. But de Wolf jus' huffed, an' he puffed, an' he busted de sign to pieces!



have discovered that most fathers aren't content with merely telling these famous fairy tales the way they were originally written. No, indeed! The modern father adds a little extra to these stories. To show you how much extra, try these . . .

# STORIES CONSCIOUS" FATHERS

WRITER: FRANK JACOBS

ARTIST: WALLACE WOOD

The race began . . . and soon the Hare was so far ahead that he decided to take a nap. In truth, he was suffering from neurotic fatigue, a rather common symptom of the emotionally disturbed . . .

I've got plenty of time before Tortoise catches up . . . (yawn) so I'll just take a quick snooze!



While the Hare slept, the Tortoise plodded on to win the race. This, of course, was most unfortunate for the Tortoise since ■ completely split him off from reality, turning him into ■ total schizoid personality!

You won! You won! You're the fastest animal in the forest, Tortoise!

I am? Gee, I guess I am!



When the Hare awoke to find that he'd been beaten, the discovery was so ego-shattering that it jolted him into facing the truth about himself!

I've lost . . . and yet, somehow, it doesn't seem important any more! I think I understand myself a little better, now!



And so, with professional help, the Hare was able to go on to live a normal, productive life. And the moral of the story is: It's much better to split the personality of Tortoise than it is to split Hare's!

.. A Movie about General Grant's lost Binge called "A Still At Appemthex"

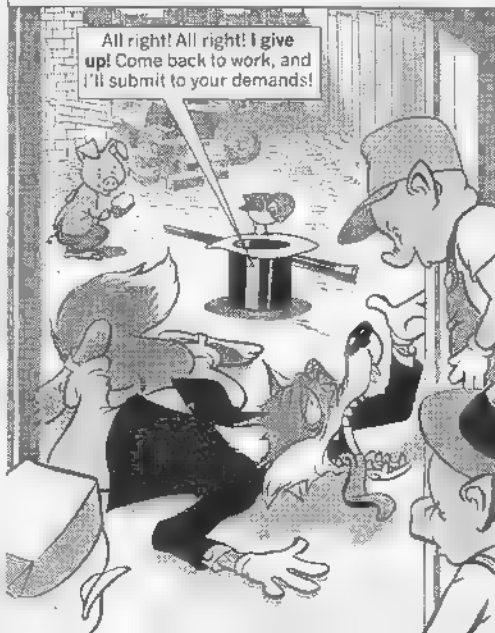
But de t'oid Little Pig was smart . . . so he organized de other two Little Pigs into a Union, built a big Union Meeting Hall out of bricks, an' called a Strike . . .

Bricks! Bah! This is what I do to brick Union Halls . . .

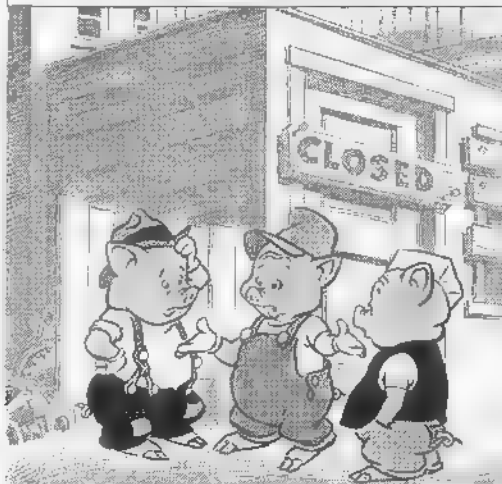


The Wolf-boss huffed an' he puffed, but no matter how hard he tried, he couldn't break the back ■ de Union . . .

All right! All right! I give up! Come back to work, and I'll submit to your demands!



An' so de T'ree Little Pigs went back to work wit' ■ Union Contract, an' double-time for over-time, an' holidays wit' pay, an' vacations wit' pay, an' compensation, an' hospitalization, an' coffee breaks, an' lots of other fringe benefits. An' pretty soon, de stingy Wolf-boss went bankrupt an' hadda ■ out of business!



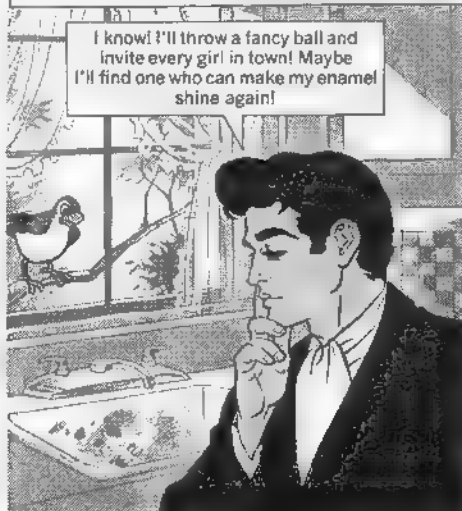
An' de moral of de story is: In Unions dere is strength!

## "CINDERELLA" as told by a TV ANNOUNCER

Once upon a time, in a far-away place called Elm City, U.S.A., there lived a Prince ... Irving Prince.



Mr. Prince had the dirtiest sink in town. It was so grimy and grease-stained, he was almost ashamed to let anyone in his kitchen ...



One of the snazziest-looking girls in town was named Cinderella. She lived with her stepmother and two stepsisters who had mean tempers, said horrible things, and used ordinary cleansers

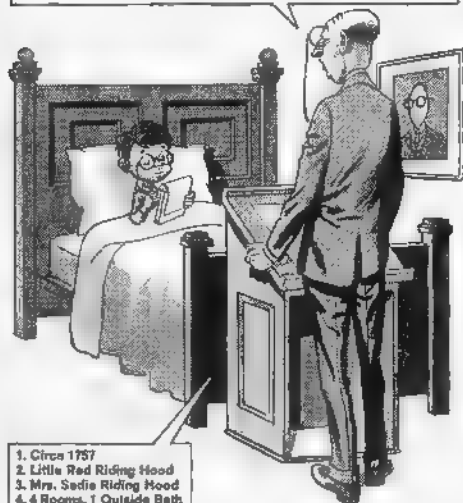
I'm going to take Brand "X" Cleanser to Mr. Prince's ball!

I'm going to take Brand "Y" Cleanser to Mr. Prince's ball!



## "LITTLE RED RIDING HOOD" as told by a COLLEGE PROFESSOR

Once upon a time, a young girl lived with her mother in a small cottage at the edge of a forest ...

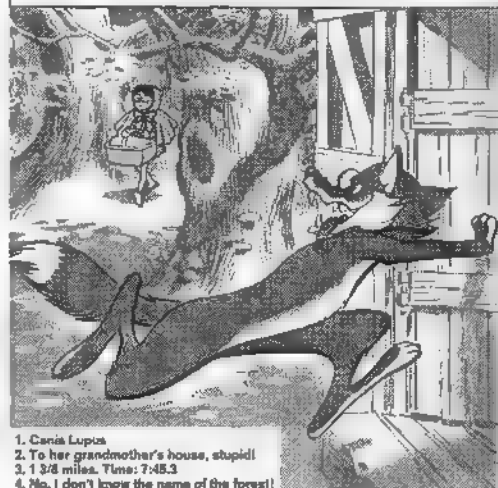


One day, her mother gave her a basket of goodies, and told her to take them to her sick grandmother who lived on the other side of the forest ...



1. May 4th, 10:22 A.M.  
2. Hot Soup, Stewed Asazofis and Halwah  
3. Virus X  
4. Mrs. Hermione Riding Hood.

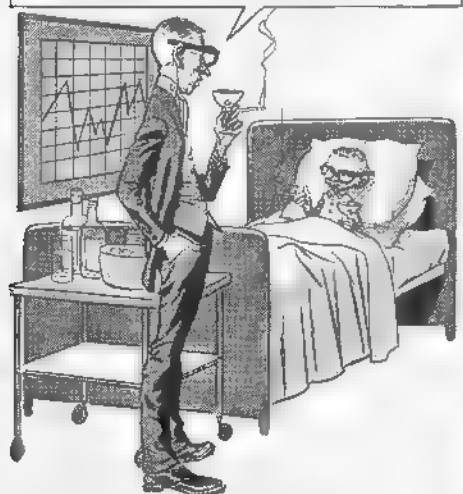
On the way, she met a sly wolf who learned where she was going. The wolf ran ahead through the forest to arrive before Red Riding Hood ...



1. Canis Lupus  
2. To her grandmother's house, stupid!  
3. 1.34 miles, Time: 7:45.3  
4. No, I don't know the name of the forest!

## "THE GRASSHOPPER AND THE ANT" as told by an ADVERTISING

Once upon a time, an Ant and a Grasshopper worked in the same Madison Ave. Advertising Agency as \$60-a-week clerks. The Ant was very ambitious and worked long hard hours ...



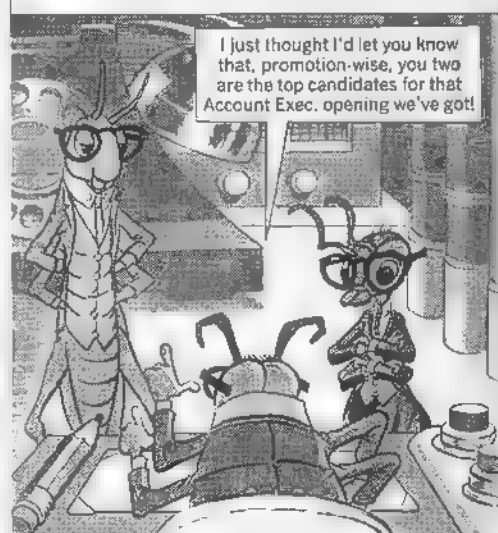
But the Grasshopper goofed off every chance he could get because he knew that, office-wise, it didn't matter how hard you worked as long as you didn't rock the boat ...



Hey, Ant! Let's slip down to the Beetle Bar for a couple of Dry Martinis!

Sorry, Grasshopper! I've got to work hard if I want to move up the ladder!

One day, the Ant and the Grasshopper were called into the office of the Agency V.P. ...



I just thought I'd let you know that, promotion-wise, you two are the top candidates for that Account Exec. opening we've got!

Naturally, Cinderella wanted to go to Mr. Prince's ball, too, but she just couldn't bring herself to take an old-fashioned cleanser along. And then, suddenly, her fairy godmother appeared with a shiny green can...

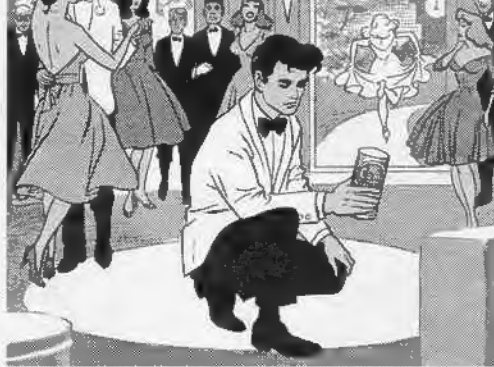
Here you are, Cinderella, a can of new Comet Cleanser with Chlorinal. Now you go to the ball!

Oh, thank you, fairy godmother!



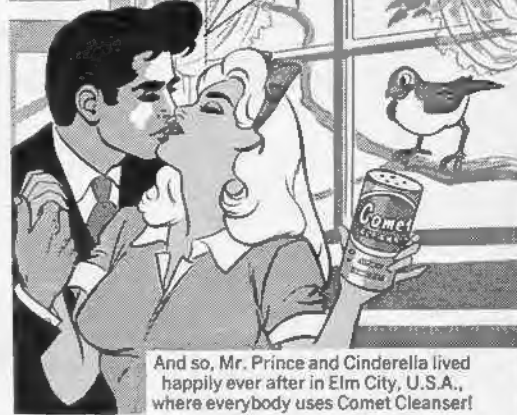
At the ball, every girl tried out her cleanser on Mr. Prince's sink, but none of them could remove the grease stains. And then Cinderella applied Comet with Chlorinal, and the sink turned spotless. But, at the stroke of midnight:

She's gone! And I don't even know who she is! But, wait! She dropped this can of Comet Cleanser!



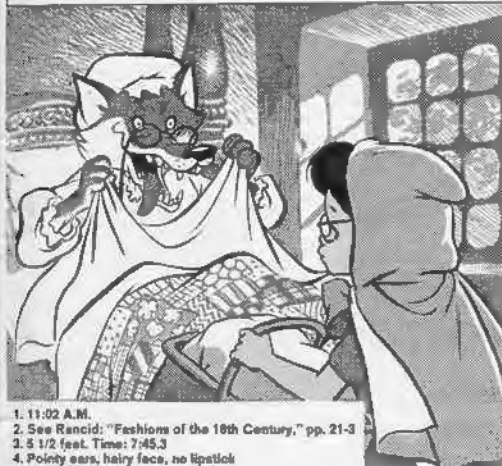
Mr. Prince decided to search Elm City until he found a Comet-clean sink. He looked and looked. And then, at last, in the stepmother's house, he discovered Cinderella's gleaming sink...

Marry me, Cinderella, and keep my sink free from stains forever!



And so, Mr. Prince and Cinderella lived happily ever after in Elm City, U.S.A., where everybody uses Comet Cleanser!

When he got there<sup>1</sup>, the wolf locked the grandmother in a closet, put on her clothes<sup>2</sup>, and jumped into bed<sup>3</sup>. The minute Red Riding Hood entered the house, she noticed something strange<sup>4</sup> about her grandmother...



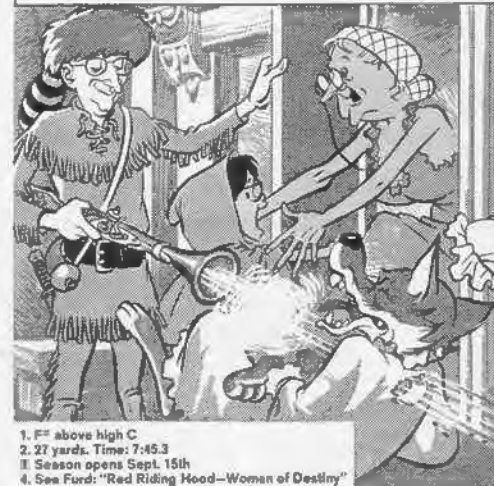
1. 11:02 A.M.
2. See Rancid: "Fashions of the 18th Century," pp. 21-3
3. 5 1/2 feet. Time: 7:45.3
4. Pointy ears, hairy face, no lipstick

Red Riding Hood was particularly fascinated by her "grandmother's" large pointed teeth<sup>1</sup>, and commented about them. Whereupon the wolf jumped up<sup>2</sup>, grabbed her<sup>3</sup>, and was just about to eat her for dinner<sup>4</sup>...



1. See Freebich: "18th Century Tooth Fetish," p. 11
2. 17 inches. Time: 7:45.3
3. See Finster: "Red Riding Hood's Ordeal" pp. 102-6
4. 58,300 calories

But, luckily, a passing hunter heard her screams<sup>1</sup>. He ran into the house<sup>2</sup>, killed the wolf<sup>3</sup>, and freed the grandmother. And they all lived happily ever after<sup>4</sup>.



1. F<sup>+</sup> above high C
2. 27 yards. Time: 7:45.3
3. Season opens Sept. 15th
4. See Furd: "Red Riding Hood—Woman of Destiny"

## EXECUTIVE

\*\*A Musical about the King of Iran called "There's No Business Like Shah Business"

Efficiency-wise, the Grasshopper knew that the Ant was the better worker and would get the promotion unless he moved quickly, knife-in-the-back-wise. So he made it his business to run into the V.P. at the Beetle Bar...

Ant is a great guy, D.D.T., despite what they say about his spending time in a Red Ant Colony...

Did you say RED?



The next morning, the Ant was summoned into the V.P.'s office and told that, job-wise, he was finished. The Ant was stunned...

But you can't fire me, D.D.T.! I've got a wife and three aphids to support!

Sorry, Ant, but that's the way the cocoon spins!



Today, the Grasshopper is the Agency V.P. with a home in Westport. As for the Ant, he's still a \$60-a-week clerk in another agency...

Hey, Ant! Let's slip down for a couple of Dry Martinis!

Sorry, Roach! I've got to work hard if I want to move up the ladder!

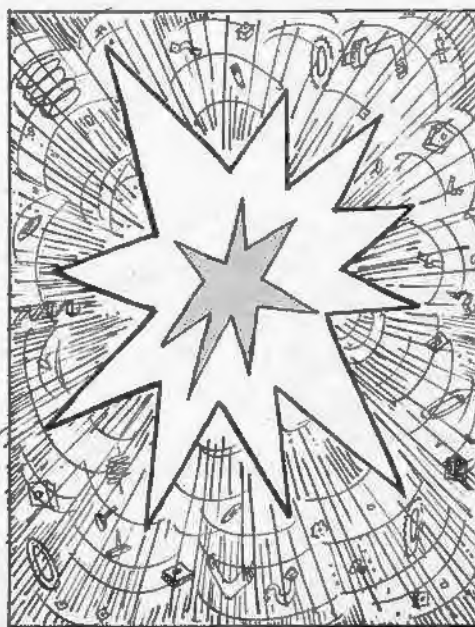
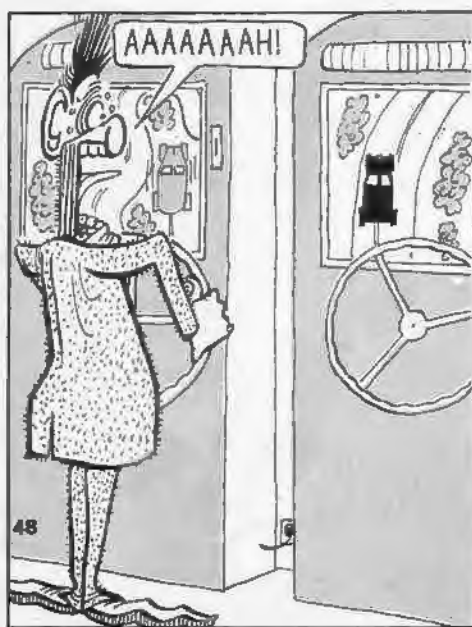
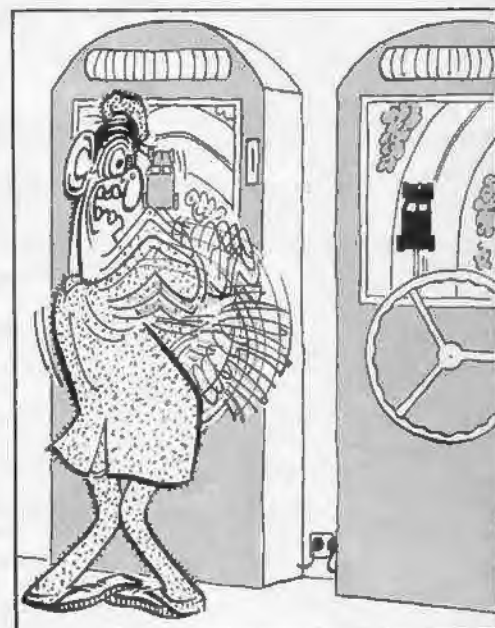
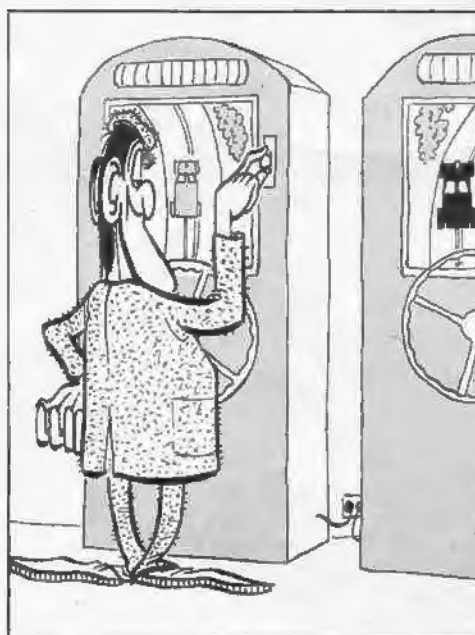
But, Ant! You're 75 years old!



And the moral of the story is: If an Ant gets in your way, step on it!

We've gotten lots of laughs from Don Martin's cartoons, but sometimes we've wondered what Don gets his laughs from. Now we know. Mainly from the riotous fun he has

## In The PENNY ARCADE



# HEADS WILL ROLL

—DOWN OUR MAIL CHUTE—THE  
MINUTE WE GET YOUR ORDER FOR  
A LIFE-LIKE, 3 DIMENSIONAL  
BISQUE CHINA REPLICA OF  
**MAD'S  
ALFRED E.  
NEUMAN**

This delightful chalk-white, bisque china bust of Alfred E. Neuman, our "What—Me Worry?" kid, will add a "MAD" note to your home, mainly that note of hysteria when your friends see it. Here is an attractive decoration for your desk, mantel, book shelf, or garbage pail. Use it as a centerpiece for your tropical fish tank . . . or a place to park wads of chewing gum . . . or as a conversation piece to end all conversation. If you're looking for a collector's item, here is an item that will really collect . . . dust!

Comes in two sizes: 5½" and 3¾". Act today!  
Give your home a "laughing place" with Alfred!

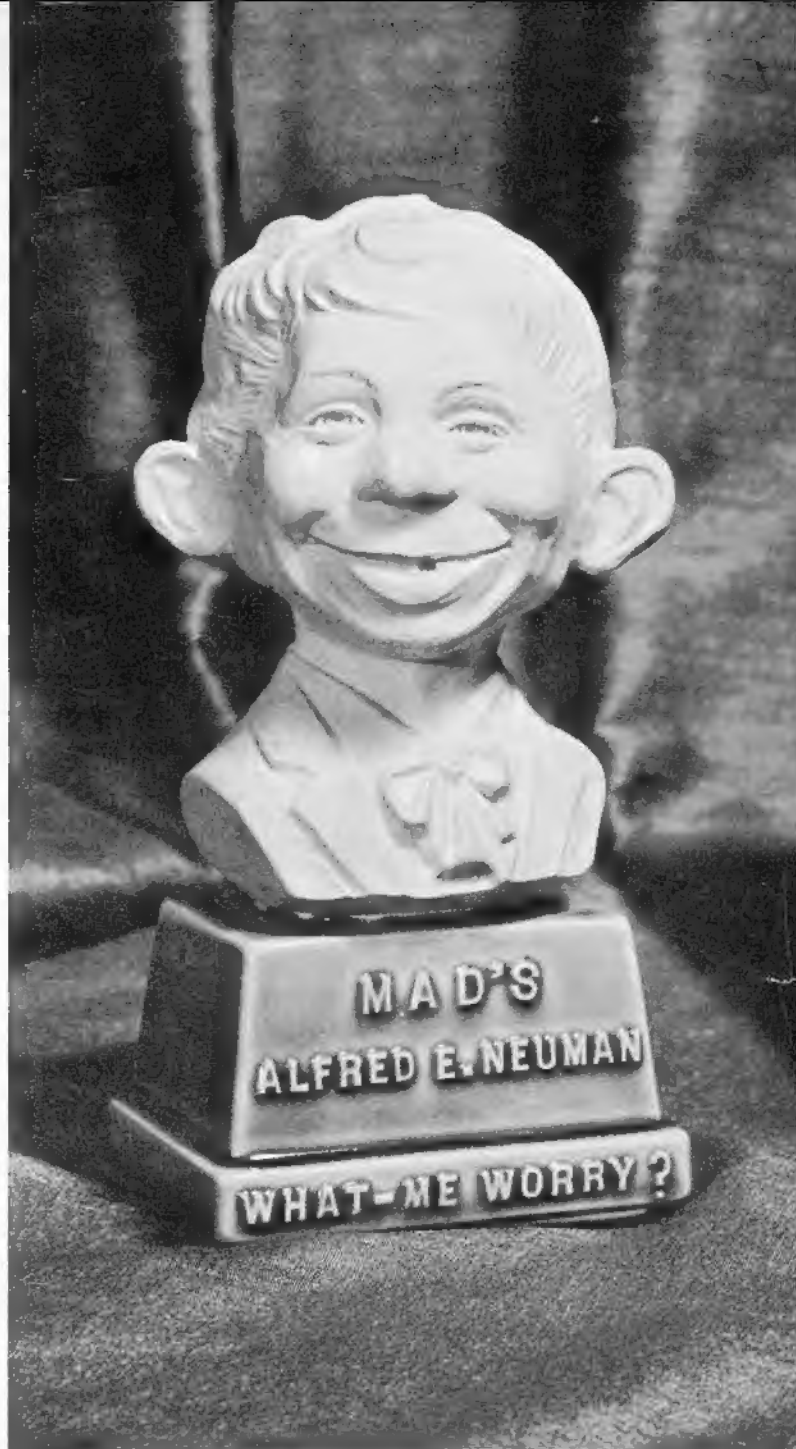


PHOTO BY LESTER KRAUSS, TAKEN AT THE MAD GALLERY OF UNOBJECTIONABLE ART



----- use coupon or duplicate -----

## MAD BUST

225 LAFAYETTE STREET  
NEW YORK 12, NEW YORK

Please rush my bust(s) of  
Alfred E. Neuman. I want  
to give my home a "laughing  
place"...mainly the garbage  
pail, where this head will  
probably roll once I see  
what it really looks like!

I ENCLOSE \$\_\_\_\_\_ FOR:

- ☐ 5½" Bust(s) at \$2.00 each  
☐ 3¾" Bust(s) at \$1.00 each

INDICATE  
AMOUNT AND  
NUMBER OF  
BUSTS

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# COMPOSITIONS

NAME \_\_\_\_\_

THIS COVER ALSO DESIGNED SO PRINCIPAL WON'T SPOT TEACHER  
READING MAD IN LOUNGE • ALSO SO SCHOOL BOARD WON'T SPOT PRINCIPAL READING MAD •  
ALSO SO STUDENTS WON'T SPOT SCHOOL BOARD READING MAD •  
THIS COVER SPECIALLY DESIGNED SO TEACHER WON'T SPOT STUDENT READING MAD IN CLASS •